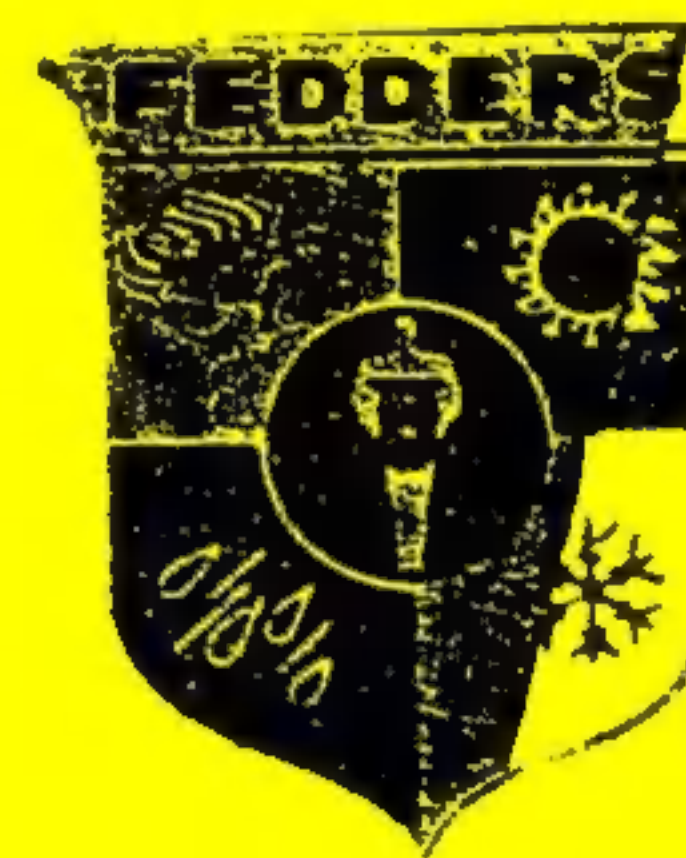


**AUTOMOBILE ACCESSORIES  
AND PARTS  
MADE IN BUFFALO, NEW YORK  
1900 - 1987**



**DUNLOP**



**HERMAN SASS**





AUTOMOBILE ACCESSORIES  
AND PARTS  
MADE IN BUFFALO, NEW YORK  
1900 - 1987

BY  
HERMAN SASS Ph.D.

© 1987

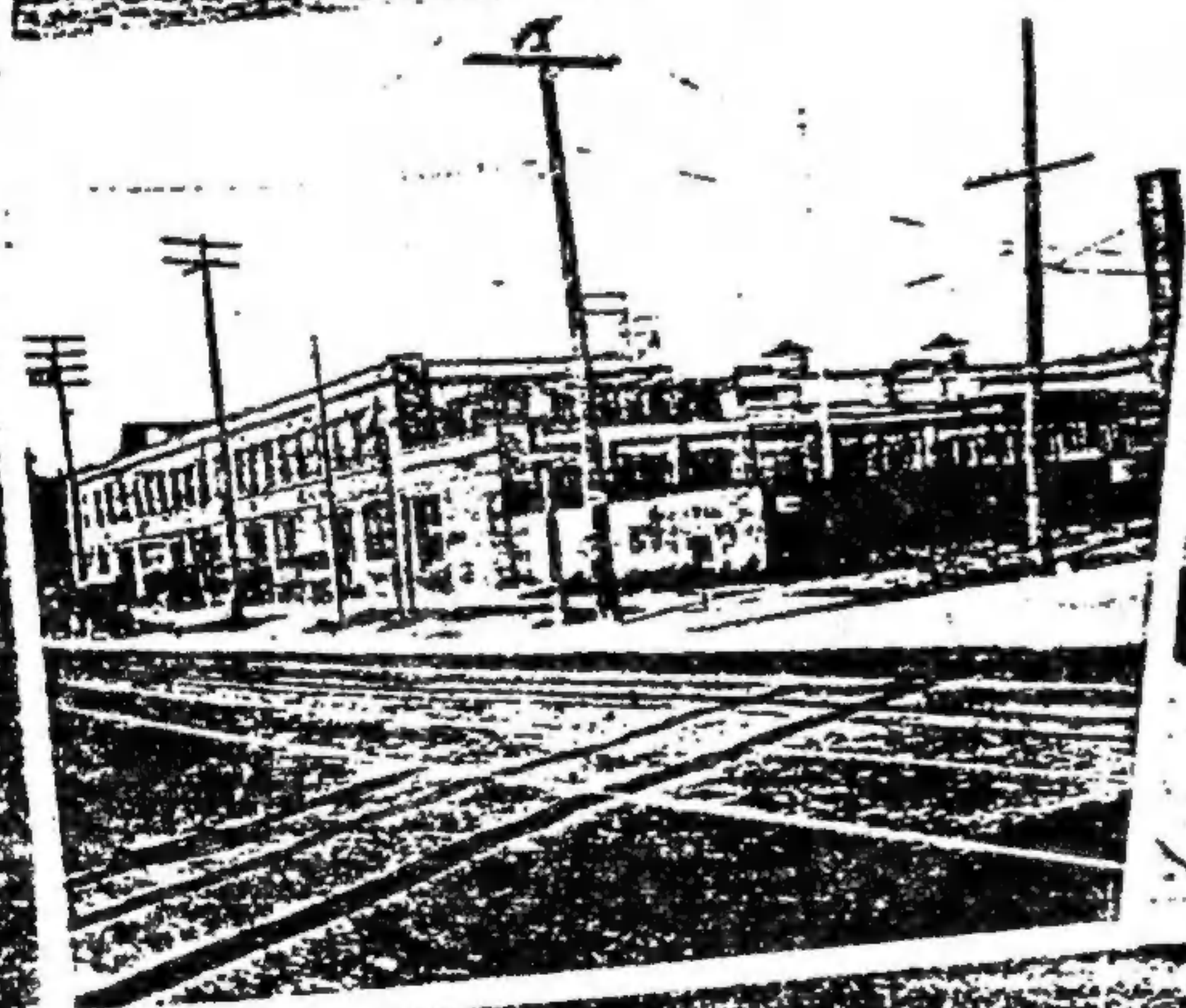
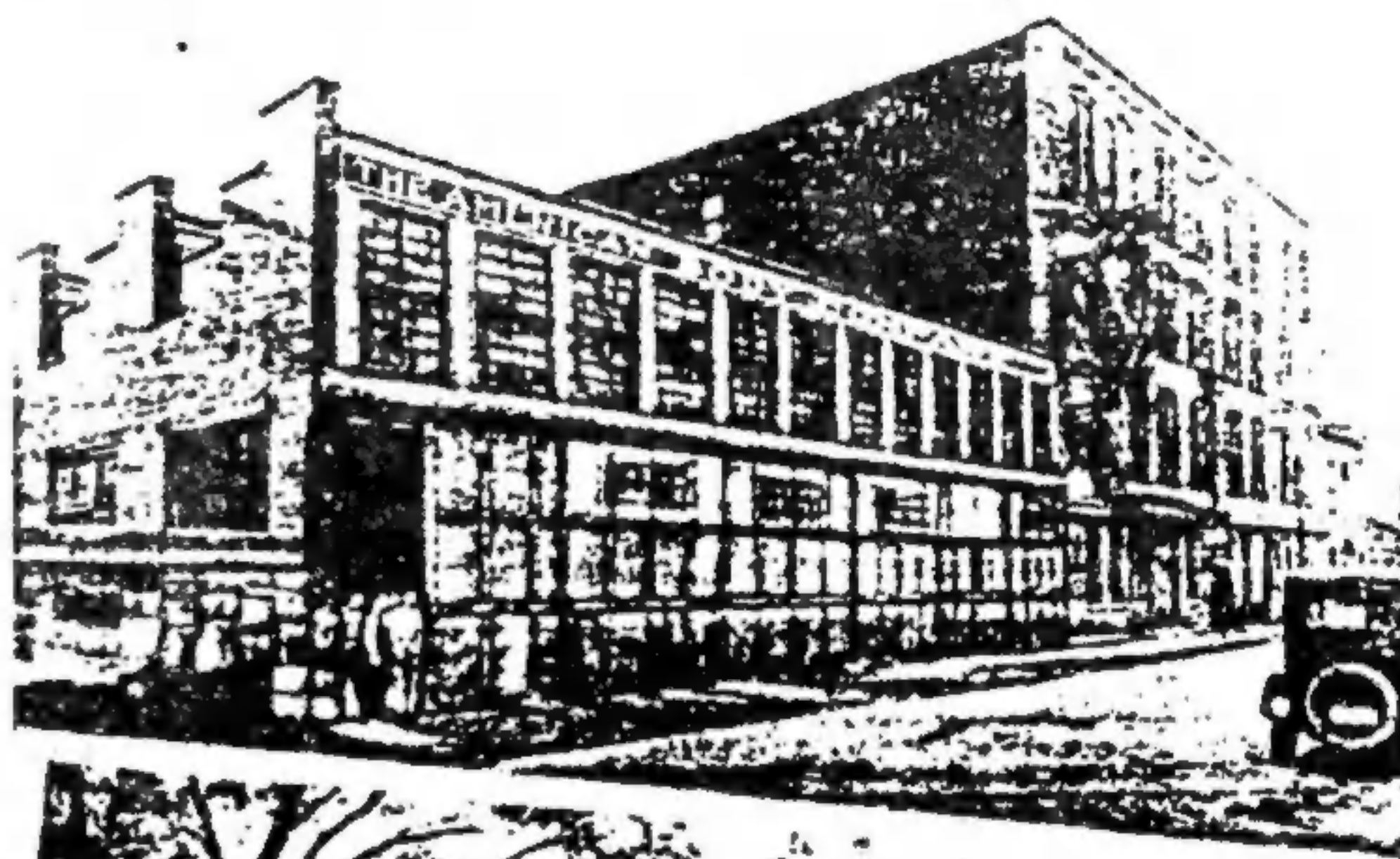
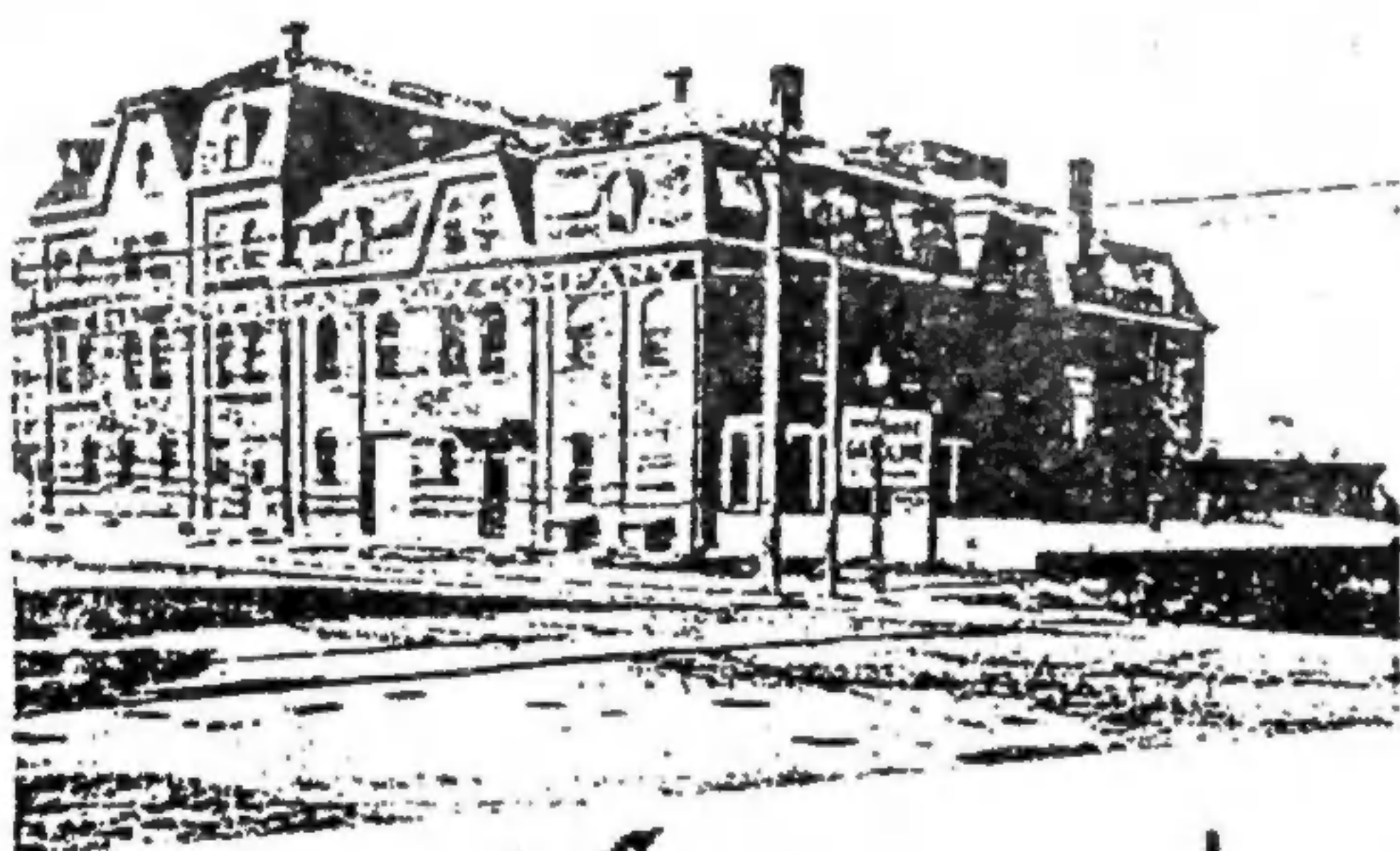
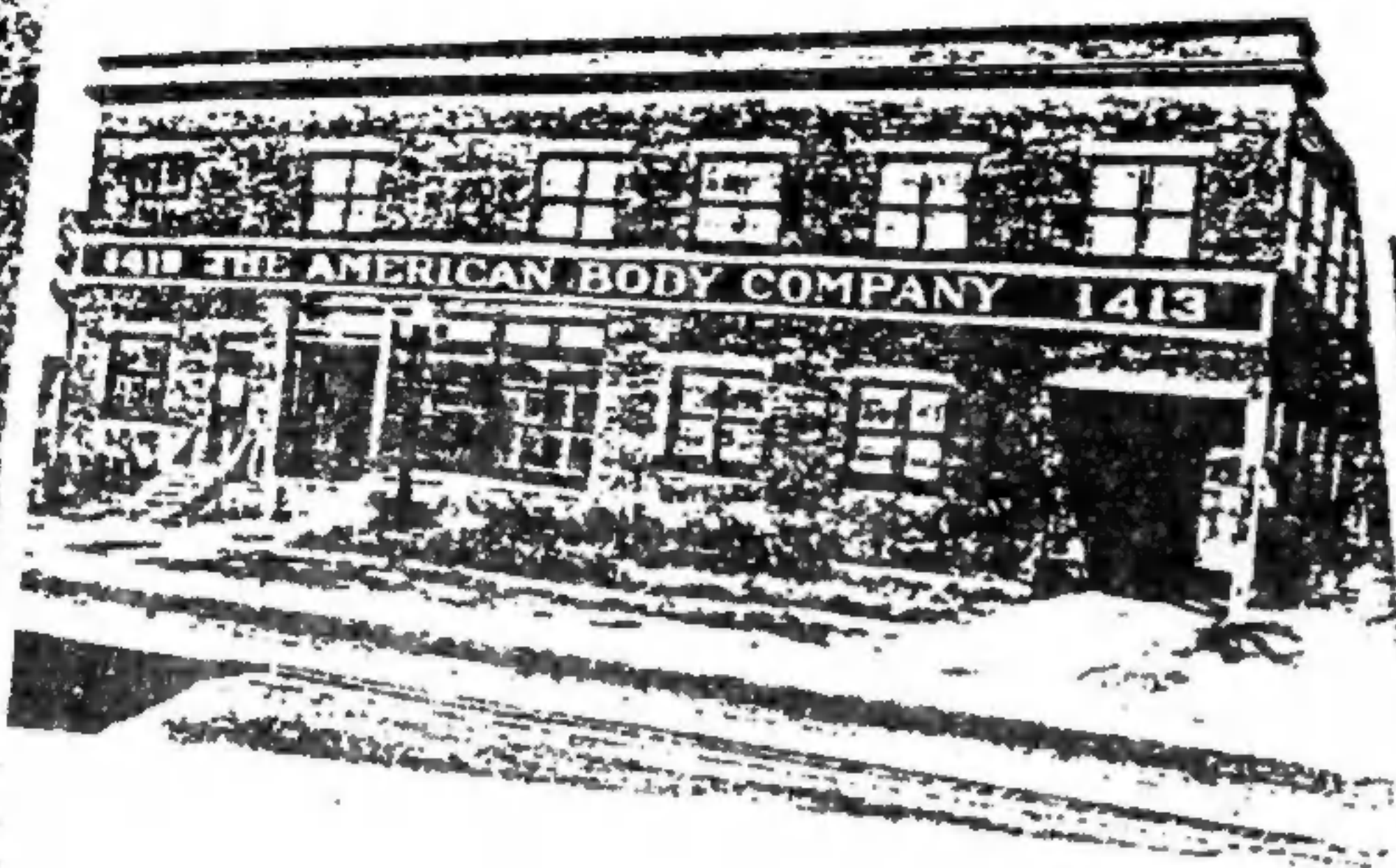
PUBLISHED BY  
HERMAN SASS  
BUFFALO, N.Y. 14214

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NOTE--- Products shown in this publication were chosen from available advertisements. They do not represent full coverage of all accessories and parts, which would be beyond the scope of this effort. Also, consult the supplemental list. Some companies no longer exist or are not in Buffalo. Check Buffalo city directories and phone books.





Views of Main and Branch Plants of the  
**AMERICAN BODY COMPANY**  
 1255-1267 NIAGARA STREET  
 BUFFALO, N. Y.

1923

Manufacturers of High Grade Automobile Bodies in Aluminum, Steel and Wood—Batteries and Tool Boxes

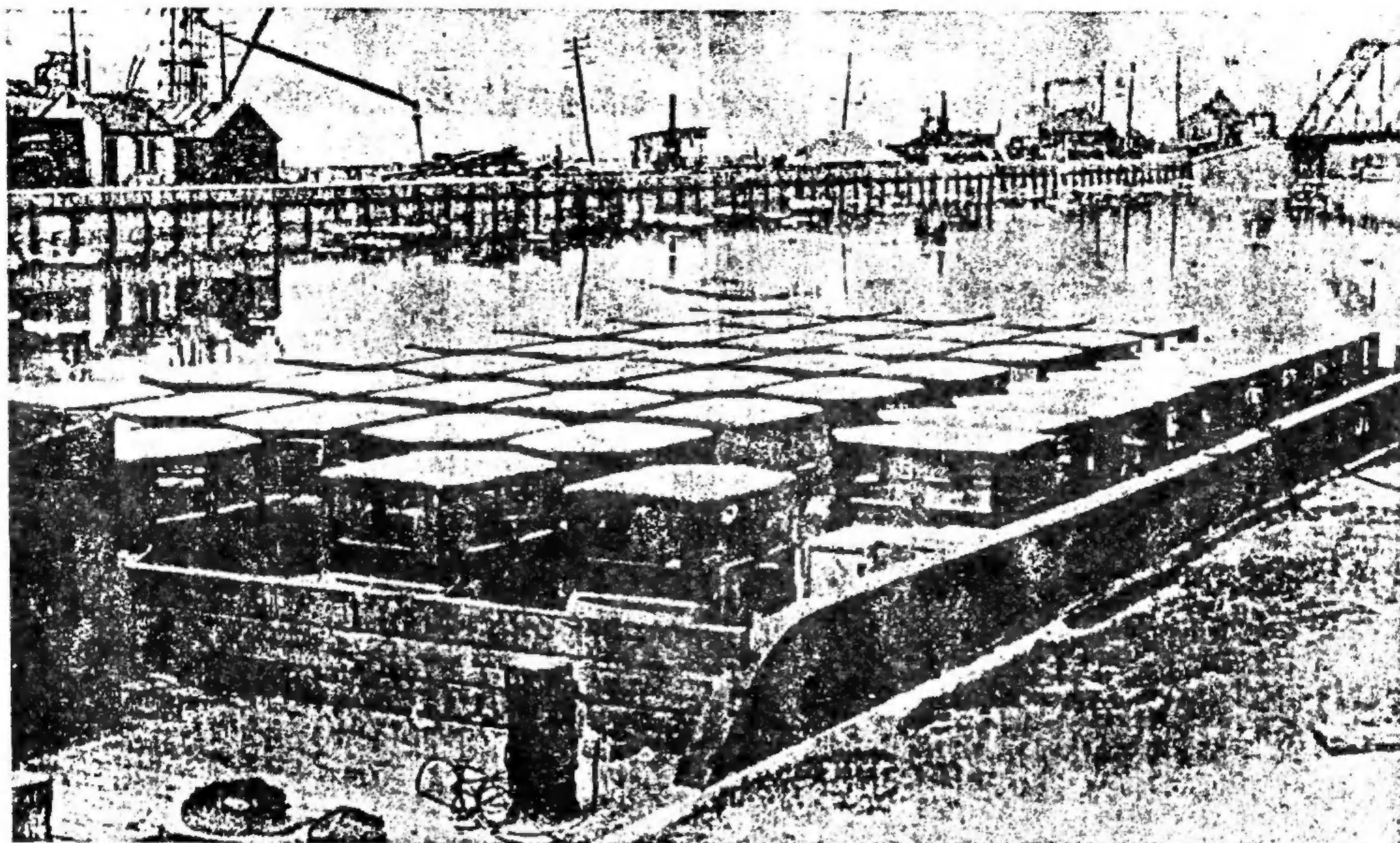
KEY TO PLATE  
 Two Center Plants No. 3  
 And No. 7. (Two Buildings)

01-A

Two Lower Plants No. 2-5-6.

Two Upper Plants No. 1-4





Canal barge at foot of Albany Street with load of Franklin automobile bodies built by American Body Company. The destination was Syracuse, where the air-cooled cars were manufactured until 1932.

1920s

# THE AMERICAN BODY CO.

*Manufacturers of HIGH GRADE*

## **AUTOMOBILE BODIES**

in Aluminum, Steel and Wood.

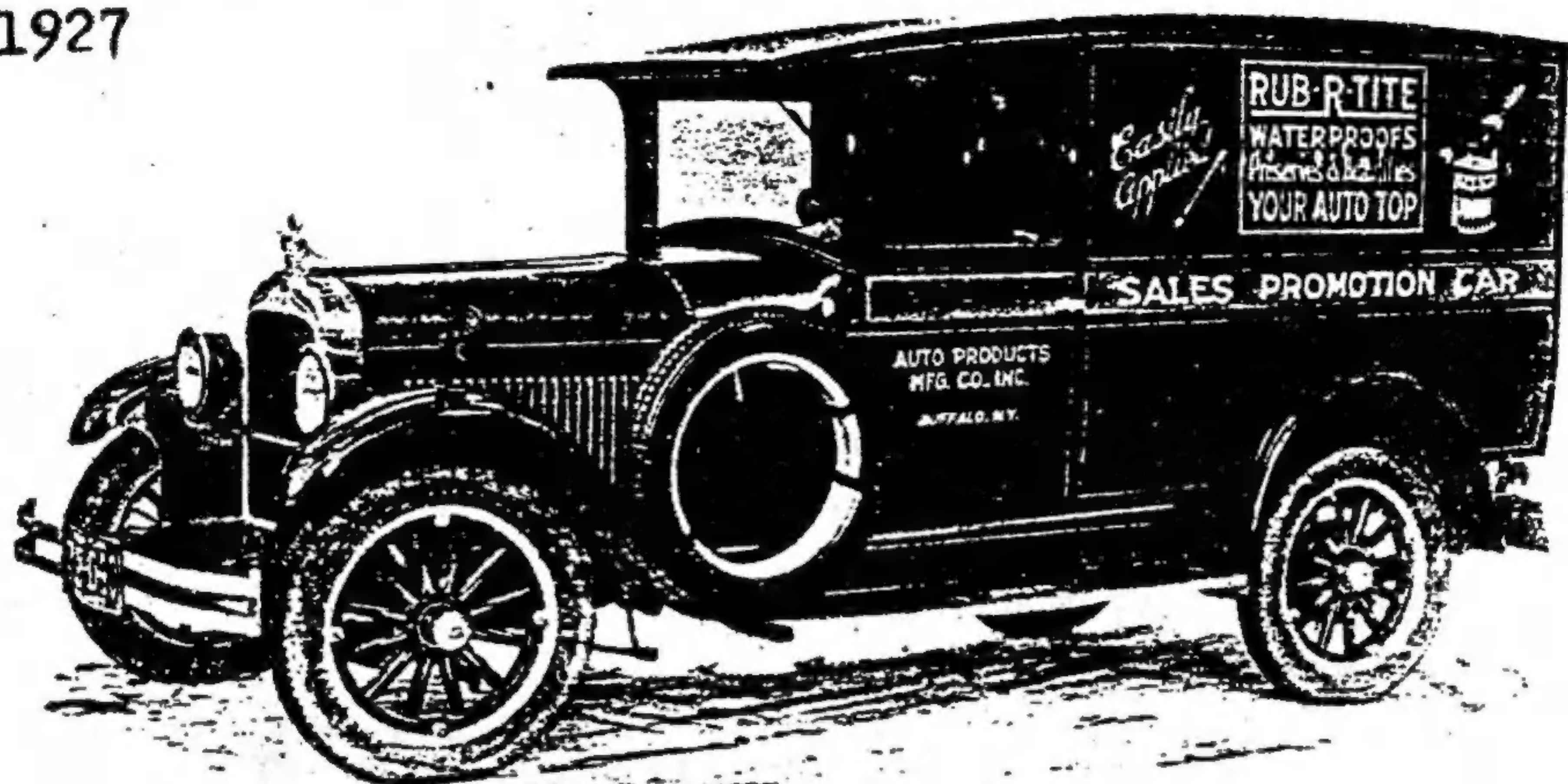
LANDAULET, LIMOUSINE, TOURING, RUNABOUT,  
TAXICAB, OR ANY STYLE BODY DESIRED

Estimates promptly furnished.

Office and Factory: 1255-63 Niagara Street - Buffalo, N. Y.



1927



For your own interest, step on the running board and examine  
the condition of your car top.

**AUTO PRODUCTS MFG. CO., Inc.**

2181-83 ELMWOOD AVE.

BUFFALO, N. Y.

## THE BISON TRIMMING CO.

Manufacturers of

Automobile Tops, Cushions,  
Curtains, and Seat Covers  
**REPAIRING NEATLY DONE**

1185 Jefferson Avenue

Buffalo, N. Y.

1923



## **Buffalo Commercial Body Company Taken Over by National Welding and Manufacturing Company**

Acquisition of the Buffalo Commercial Body Company by the National Welding & Manufacturing Company is announced as we go to press. The consolidation, the officers state, is made to meet the requirements of firms in Buffalo and western New York, using bodies of different types, according to their business.

The plant of the National Welding & Mfg. Company, 1118-30 Niagara street, Buffalo, now contains a complete assembly of Mifflinburg

bodies for use on Ford, Chevrolet and other chassis, the styles including panel enclosed bodies, open express bodies, stake rack bodies, pick-up bodies, etc. Many of the expert workmen, formerly with the Buffalo Commercial Body Company, are retained under the direction of George P. Manasche, former manager.

The plant is being enlarged and additional equipment is being installed for painting, lettering etc., so that a chassis may be driven into the plant, fitted with the body desired, and the vehicle made complete and ready for use a few days later. Complete service on Step-N-Drive trucks is also furnished.

Service on welding of every description, cylinder and crank shaft grinding, valve work and complete motor rebuilding will be continued as an outstanding feature in the activities of the National Welding & Mfg. Co., of which Maurice A. Banks, one of the best known motorists in the country, is president.



MAURICE A. BANKS



**BRUNN & COMPANY**  
HERMANN A. BRUNN, President  
 WILLIAM J. WEITNE, Secretary  
 980-988 Ellicott St. near Dodge  
 Telephone, Tupper 3178  
**BUFFALO**

Here you will find the most complete  
 Factory in Western New York for general  
 high-class repainting and painting of auto-  
 mobiles. We have the facilities for pro-  
 ducing excellent work, one that breathes  
 the refinement so much desired in a car.

We have never been able to call for all  
 the repainting and painting during March,  
 April and May. We urge you to place  
 your order with us now, to insure prompt  
 delivery.

Automobile Designers and Engineers  
 BUILDERS OF SPECIAL  
 HIGH-GRADE COACH WORK  
 AGENTS FOR WESTINGHOUSE AIR SPRINGS

**B**

1918

*The Buffalo Motorist*

3

## ENCLOSED BODIES FOR *Ford* CHASSIS



2-PASSENGER COUPE, \$250.00  
 5-PASSENGER SEDAN, 350.00  
 DELIVERY BODY, 100.00

FOR  
 FURTHER INFORMATION  
 PHONE OR WRITE

1914

BODIES CAN BE SEEN AT OUR SHOW ROOMS

# **BRUNN & CO.**

980 ELLICOTT STREET, NEAR DODGE

BUFFALO, N. Y.

REPAIRING AND PAINTING OF AUTOS SOLICITED

03-A



# LAFAYETTE-GARAGES-IROQUOIS

101 CLINTON ST. (150 CARB)  
PHONES: SENECA 1884 FEDERAL 3886

BUFFALO

105 N. DIVISION ST.  
(150 CARB)

STORAGE-DAY-NIGHT  
REPAIRING  
GASOLINE-OILS  
SUPPLIES  
REPUBLIC TIRES

FEDERAL 608  
(FREE)

428 Main St.

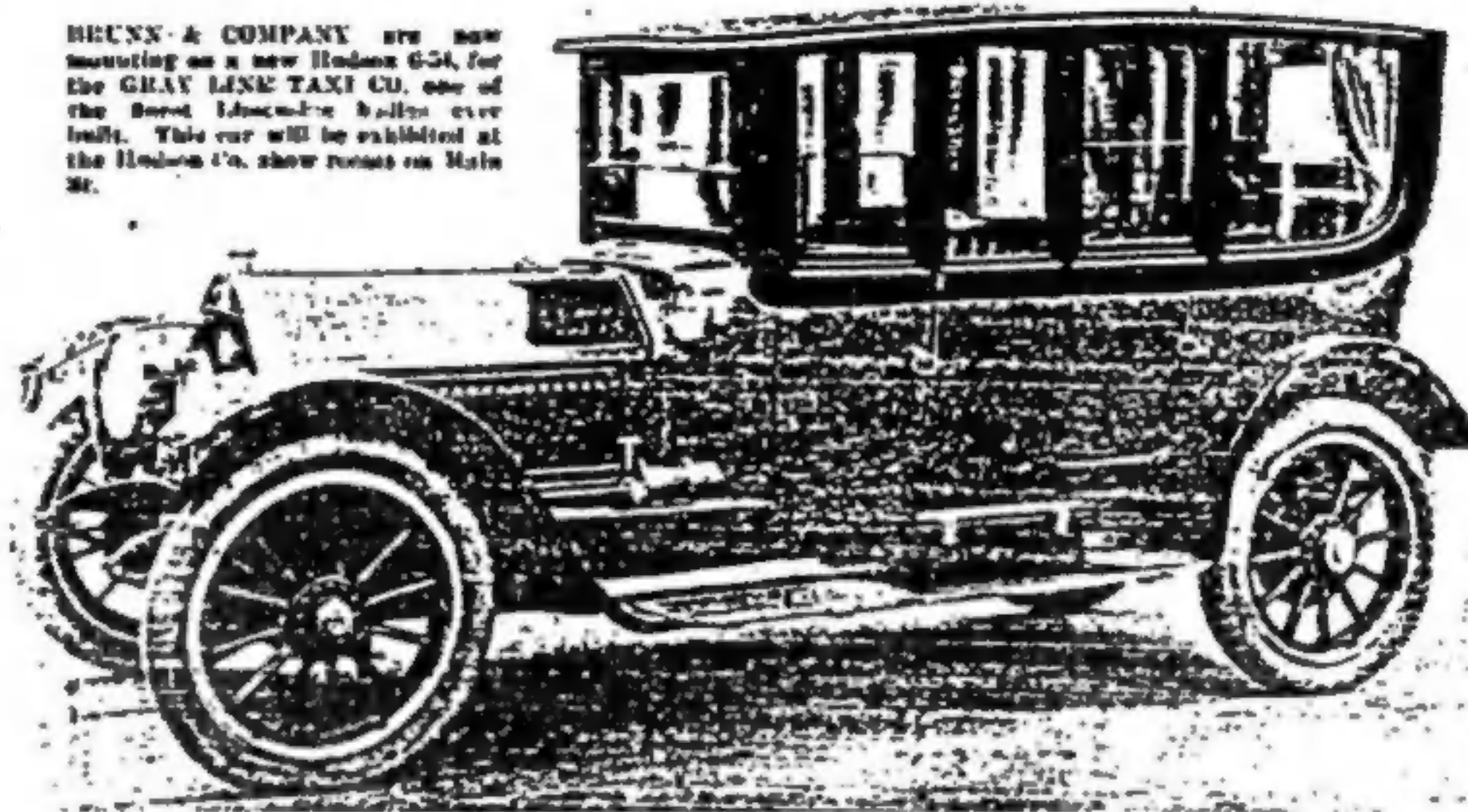
BELL, SENECA 4773



THE GRAY LINE TAXI CO. IS OPERATING

Hudson Sixes and Brunn & Co. Automobile Bodies

BRUNN & COMPANY are now mounting on a new Hudson 6-54, for the GRAY LINE TAXI CO. one of the best limousine bodies ever built. This car will be exhibited at the Hudson Co. show rooms on Main St.

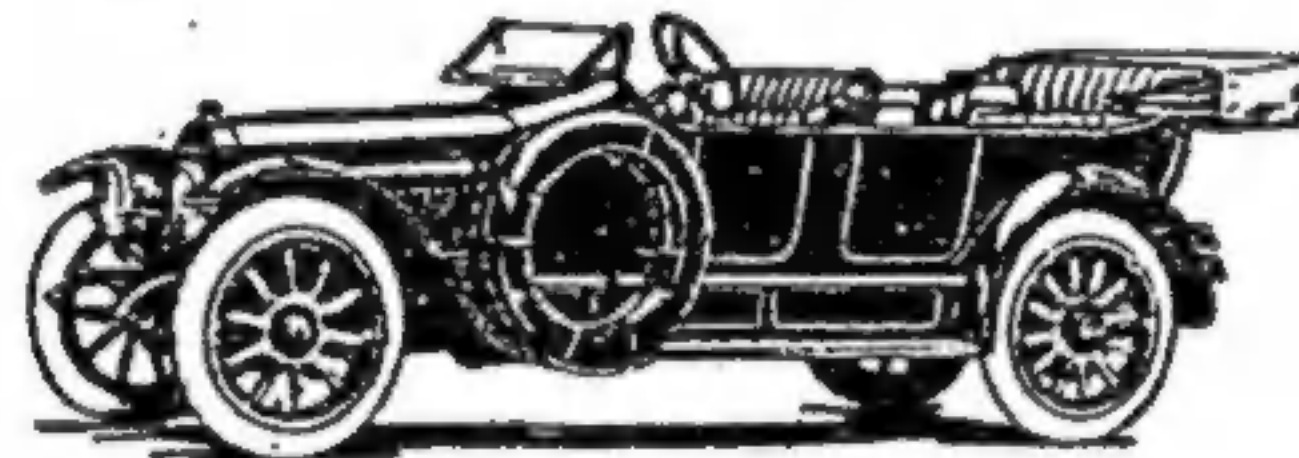


1913

LIMOUSINE TOPS FOR TOURING BODIES

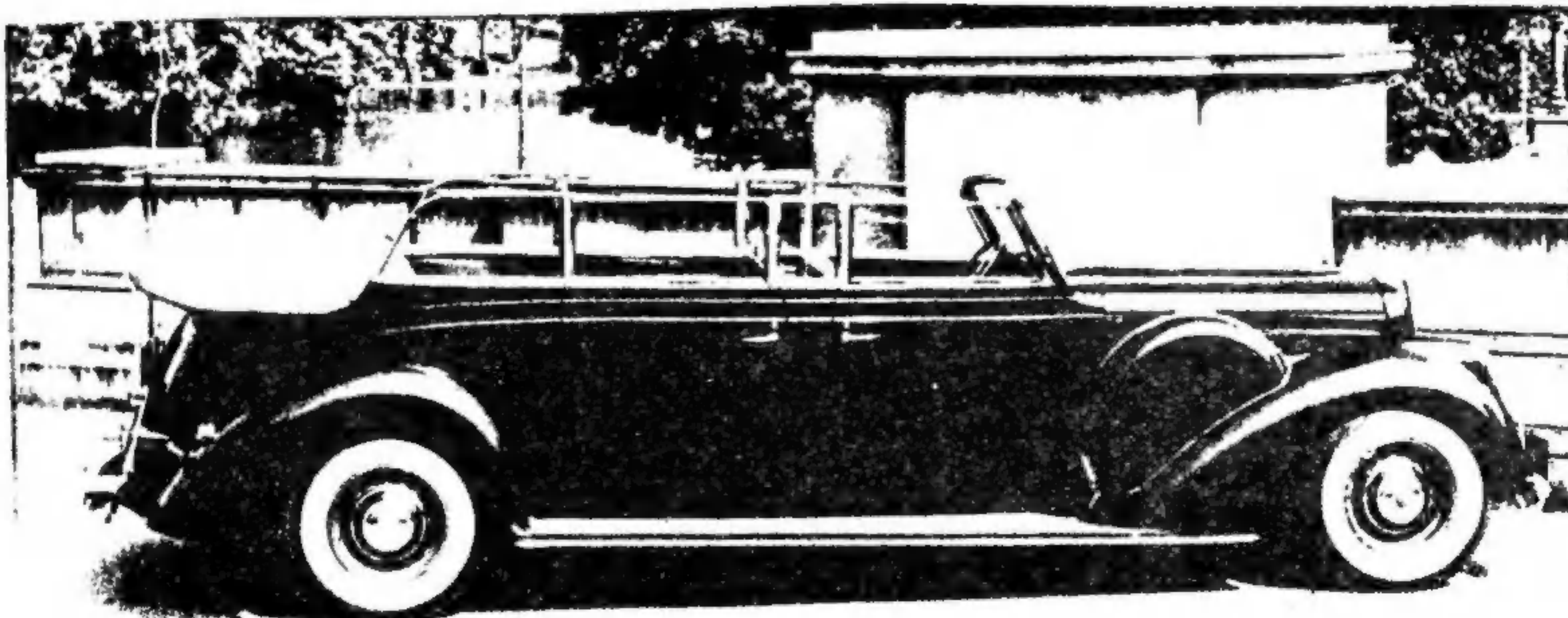
Manufactured by BRUNN & COMPANY 980 ELLICOTT ST.  
Not on Main Street

AUTOMOBILE REPAIRING AND PAINTING SOLICITED



6-54 7-Pass. Touring	- -	\$2250
6-40 6-Pass.	- -	1750
6-40 3-Pass. Roadster	- -	1750
6-40 3-Pass. Cabriolet	- -	1750

Buffalo-Hudson Sales Co.  
1128-1130 MAIN STREET



Brunn-bodied Lincoln Convertible was designed  
for Franklin Delano Roosevelt

1936

ANTIQUE AUTOMOBILE



# LAFAYETTE-GARAGES-IROQUOIS BUFFALO

101 CLINTON ST. (100 CARS)  
PHONES: SENECA 1884 FEDERAL 3888

105 N. DIVISION ST.  
280 CARS

STORAGE-DAY-NIGHT  
REPAIRING  
GASOLINE-OILS  
SUPPLIES  
REPUBLIC TIRES

FEDERAL  
WREED 608

420

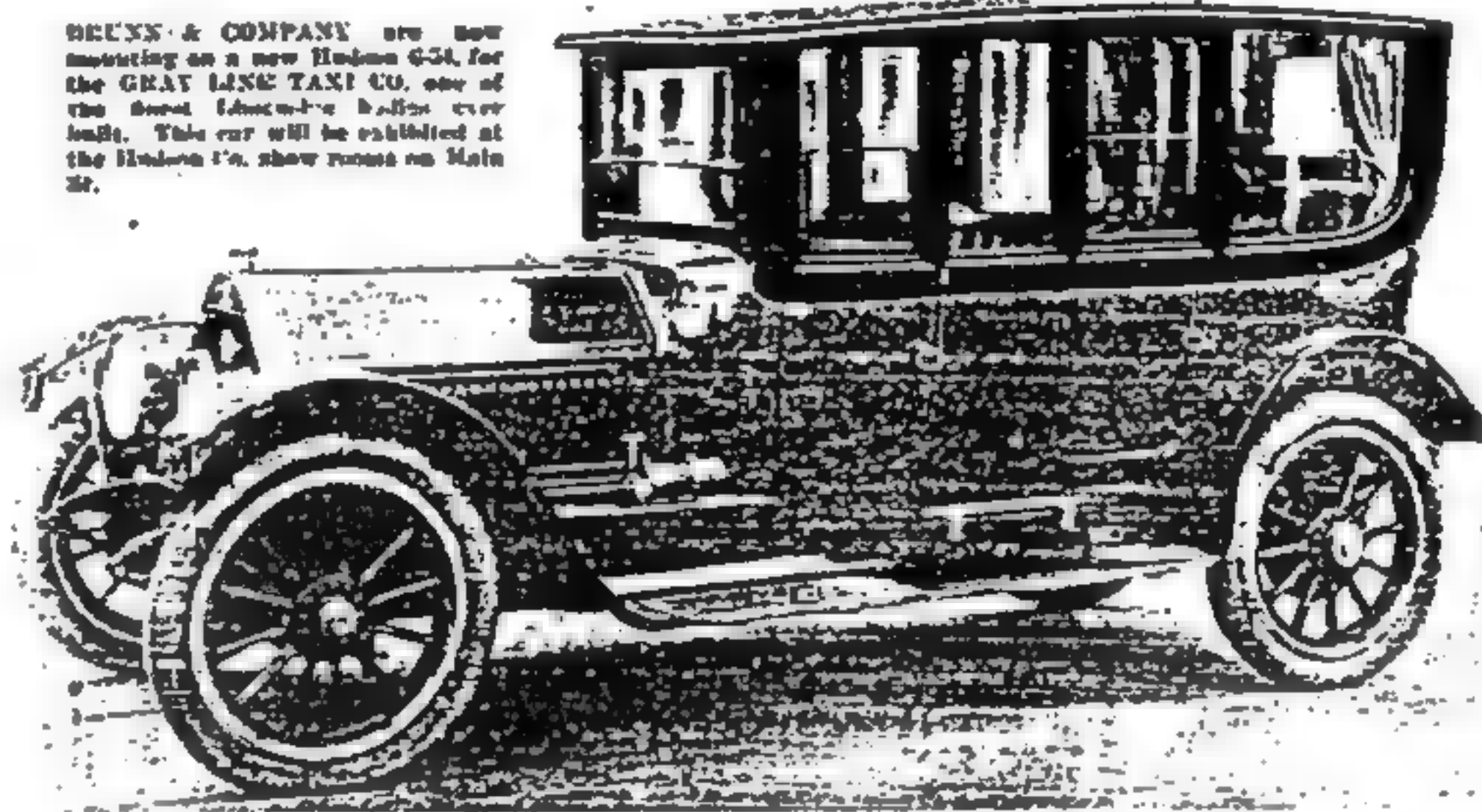
BELL  
SENECA 4773



THE GRAY LINE TAXI CO. IS OPERATING

Hudson Sixes and Brunn & Co. Automobile Bodies

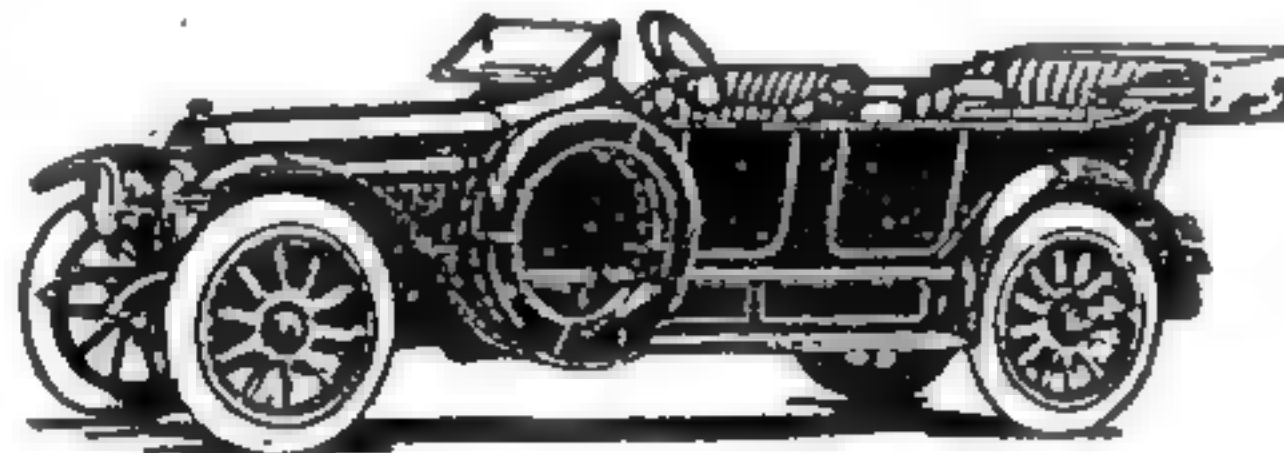
BRUNN & COMPANY are now  
installing on a new Hudson 6-54 for  
the GRAY LINE TAXI CO. one of  
the most luxurious bodies ever  
built. This car will be exhibited at  
the Hudson Co. show room on Main  
St.



LIMOUSINE TOPS FOR TOURING BODIES

Manufactured by BRUNN & COMPANY 980 ELLICOTT ST.  
Not on Main Street

AUTOMOBILE REPAIRING AND PAINTING SOLICITED

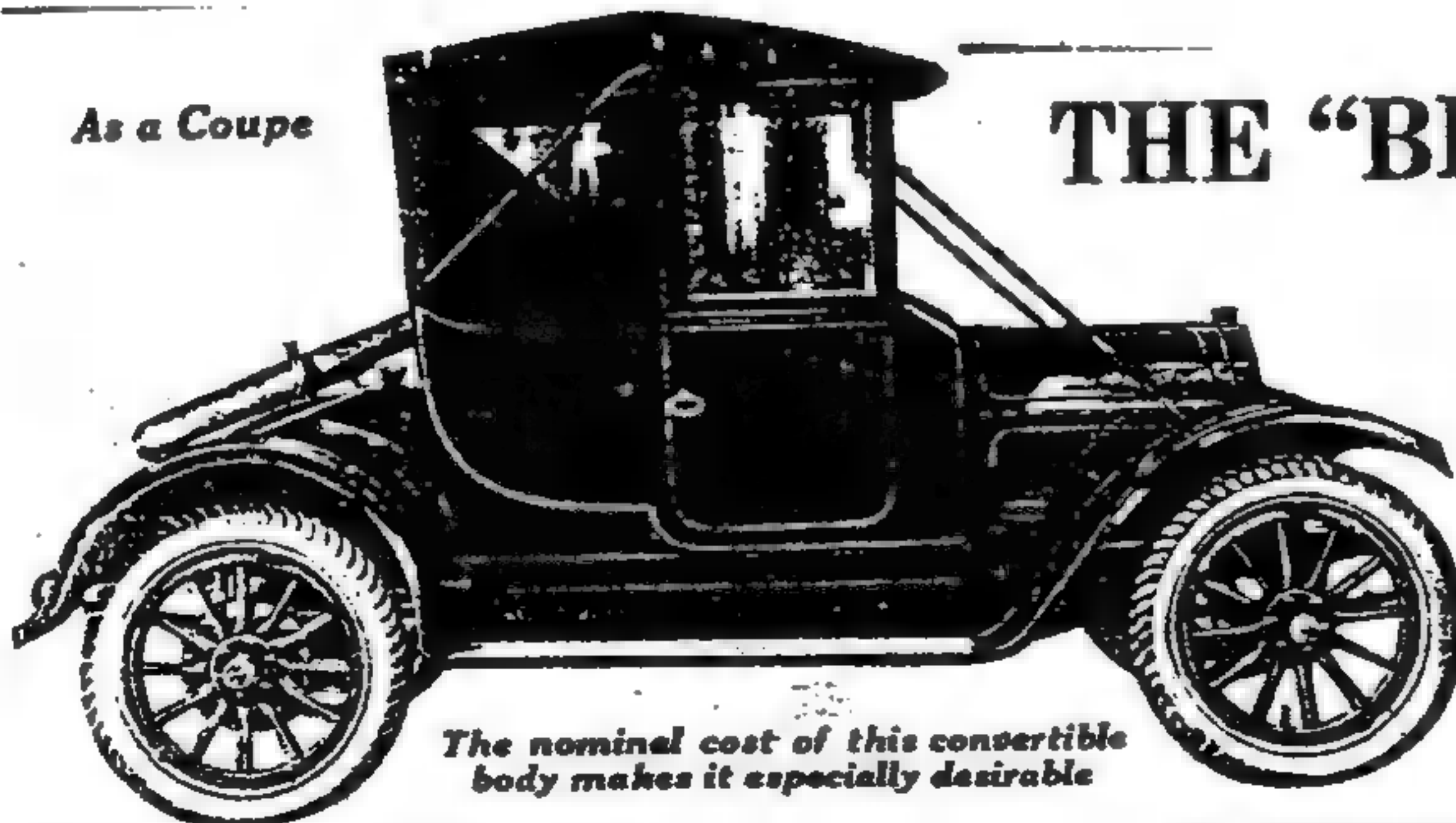


6-54 7-Pass. Touring	- -	\$2250
6-40 6-Pass.	- -	1750
6-40 3-Pass. Roadster	- -	1750
6-40 3-Pass. Cabriolet	- -	1750

Buffalo-Hudson Sales Co.  
1128-1130 MAIN STREET

1913

As a Coupe



The nominal cost of this convertible  
body makes it especially desirable

## THE "BRUNN" Convertible Coupe

Built for Three or Five Passengers

These bodies are designed to take the place of two bodies,  
the Coupe and Roadster or Limousine and touring body.  
Can be converted from open to closed or vice versa in  
less than ten minutes time.

We are Builders of all kinds of Automobile Bodies

Special prices to manufacturers

### BRUNN & CO.

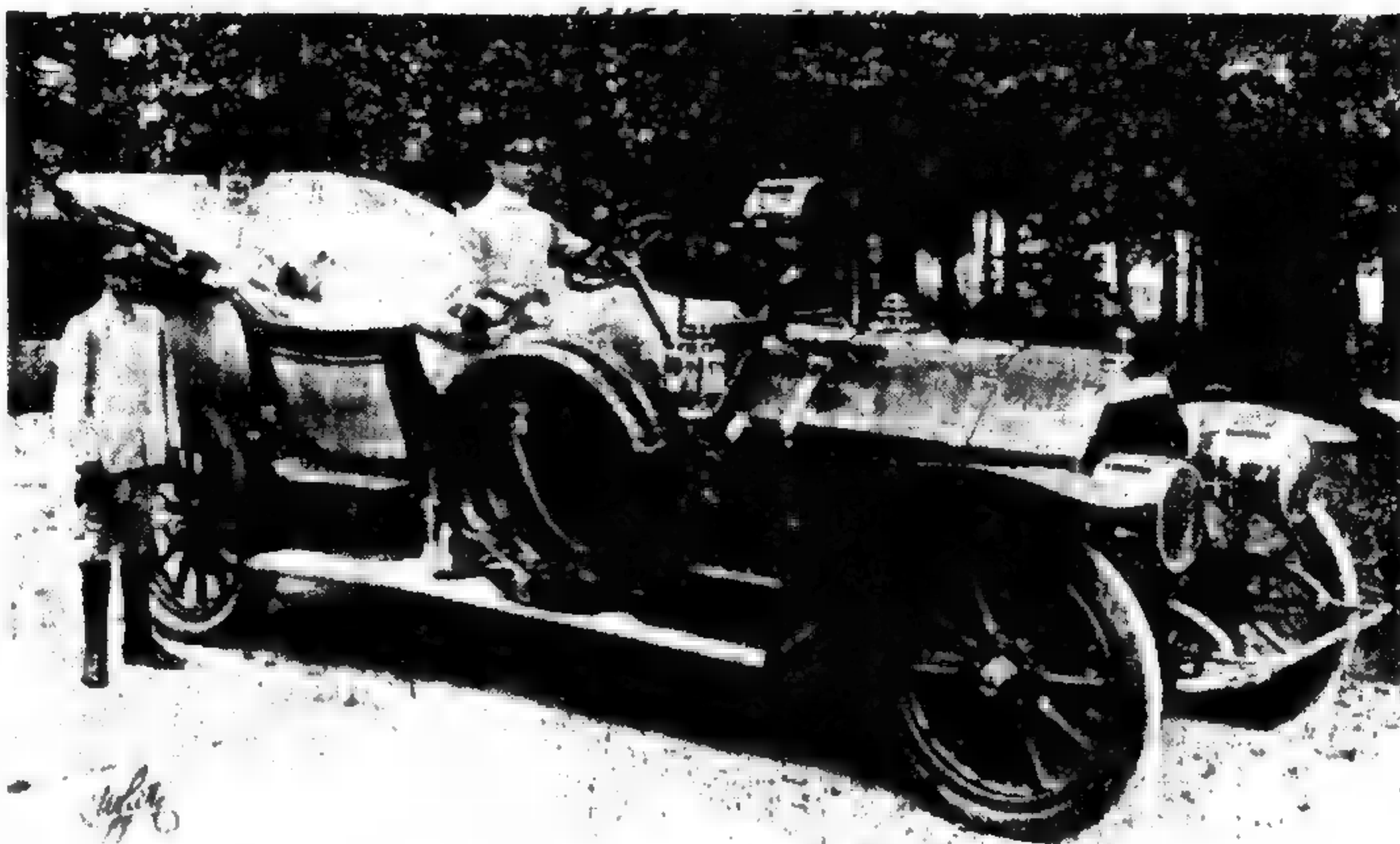
Designers and Builders

980-88 Ellicott Street - Buffalo, N. Y.

1913

BRUNN & CO. IS A SEPARATE CO.  
FROM BRUNN CARRIAGE MFG. CO.  
ON NEXT PAGE.





**STAR ATTRACTION** — The car is a Brunn-bodied Thomas Flyer, specially created for Mrs. Leslie Carter, a leading actress of the early part of the century who played Buffalo and fell in love with its world-famous racing car in 1908.

## Brunn Name a Classic Link Between Carriages and Cars

By MICHAEL LEVY

As Buffalo reminds itself of its turn-of-the-century heyday during its sesquicentennial year, Harry O. Brunn works away at a book about the carriage maker to Buffalo's elite, a company that bore his name, that spawned a rival Brunn factory here and placed his family firmly in the annals of classic car history.

"My grandfather started as a carriage maker on Main and Swan streets in 1880 — a century ago — and concentrated on building luxury carriages for Buffalo's wealthy," said Mr. Brunn, seated at his desk and surrounded by neatly catalogued folders that measure the firm's progress of research.

"Henry Brunn built his first auto body in 1895, actually, for an inventor in Allentown, but he never really liked automobiles."

Though he worked in the family business during summers as a teenager, it folded in 1932, leaving his father, Harry and him to make their way in other endeavors. His father became a draftsman and Harry Jr. worked in public relations, his last job with Sierra Research for 15 years until he took an early retirement.

"YES, GRANDFATHER didn't really believe in motor cars. He drove his first car through the wall of the barn and then circled the lawn until it ran out of fuel. He always said they were noisy, smelly things ..."

"In 1901 Henry Ford was here for the American Exposition and offered grandfather a partnership for \$32,000. Grandfather turned him down. He did not have a lot of foresight."

Henry Brunn, a German native, a Civil War veteran and a carriage builder, did not want fame or fortune, just a solid, respectable business. He continued making carriages for the horse enthusiasts

until 1914, though by then he had switched almost entirely to cars.

Perhaps the most spectacular body in Brunn Carriage Co. ever produced was the 1908 Thomas Flyer created for Mrs. Leslie Carter, the stage "superstar" of the day.

Mrs. Carter was pretty spectacular herself, for she used to travel between engagements in a "motor" — and remember, in 1908 there were almost no paved highways and auto travel was considered as gruelling and adventuresome as backpacking the Appalachian Trail might be today.

She happened to be playing Buffalo in March 1908, when the Buffalo-built Thomas electrified the world with its win in the New York-to-Paris race through the West, Siberia and Europe.

When she opened that night, she visited the Buffalo Motorcar Show to see these speedy touring cars and ordered one. The salesman steered her to the Brunn booth, where she ordered a pair of bodies — an open tourer painted green and bright yellow with cane-work doors, and a closed car, also bright yellow with oval windows and brass luggage racks.

"Nobody remembers this today," says Harry O. Brunn, "but

having two custom bodies was quite the thing to do back then." Owners would hoist the open tourer body on the chassis every fall and install the closed car for winter driving.

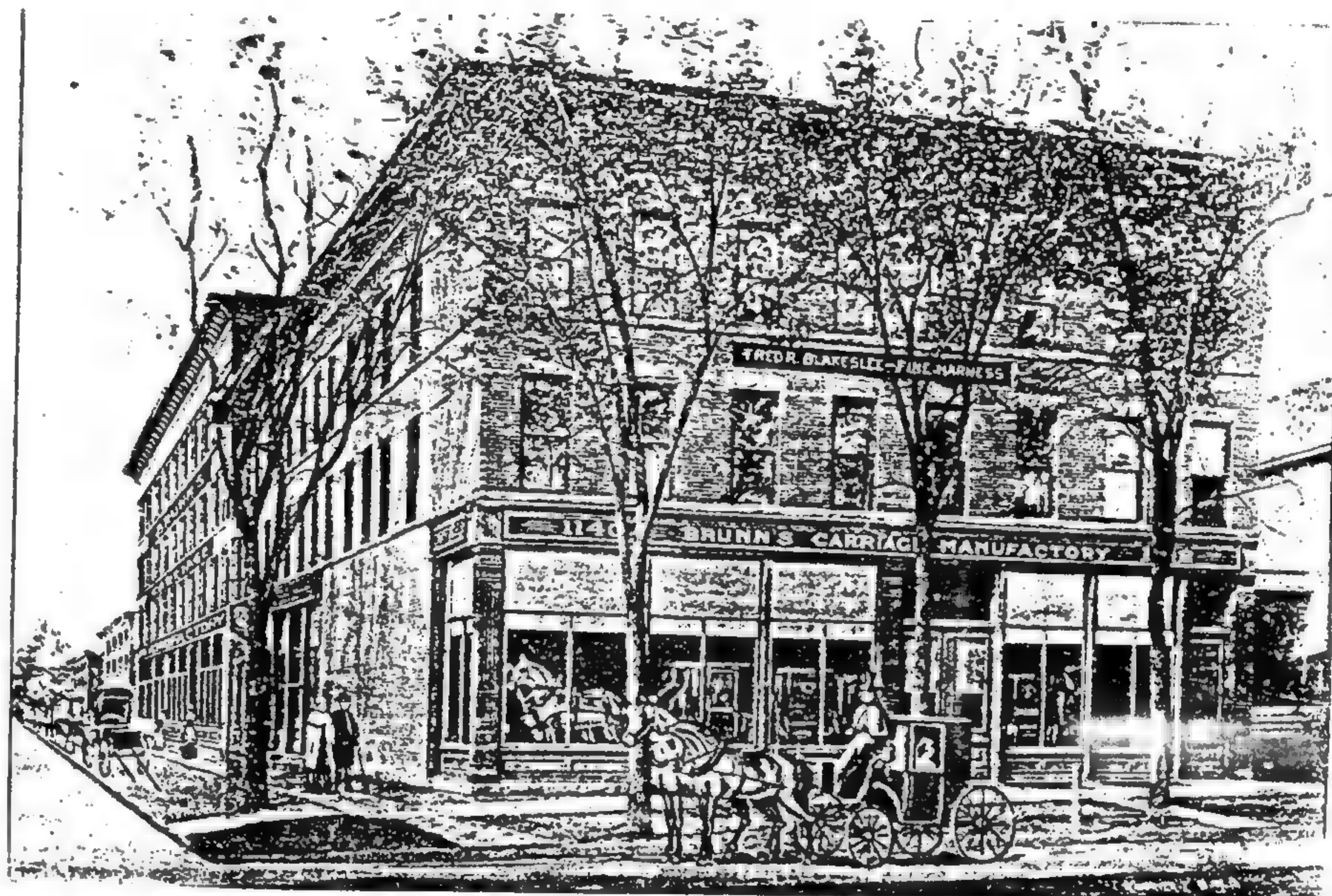
Mrs. Carter's Thomas was to a problem in the Brunn ranks. Hermann Brunn, a nephew of the company founder, had by that time taken a hand in design and sales and was interested in attracting the show-business set. His uncle wanted more burghers, and was thinking about series production as a way to maximize profit.

So Hermann walked across the street and set up his own shop — Brunn & Co. This later became much more famous to scholars of the classic car era of the '20s and '30s because Hermann's limousines and town cars were all the rage with Hollywood stars. The Brunn Lincoln V-12s are particularly well-remembered, Harry says.

"Until the end we still had our faithful private clients, Harry says. "We have a fine reputation in Buffalo and in those days you still bought a Pierce or Cadillac or Rolls-Royce chassis and had your favorite bodybuilder do the coachwork ... and after all, it was one of our carriages that carried President McKinley on his last ride the day he was shot."

NEWS 1982





ESTABLISHED 1882

## **BRUNN'S**

CARRIAGE MANUFACTURING CO.

1140-1148 Main Street, Corner Summer

## **AUTO BODY SERVICE**

COMPLETE COLLISION SERVICE

BODY BUILDING

REPAIRING

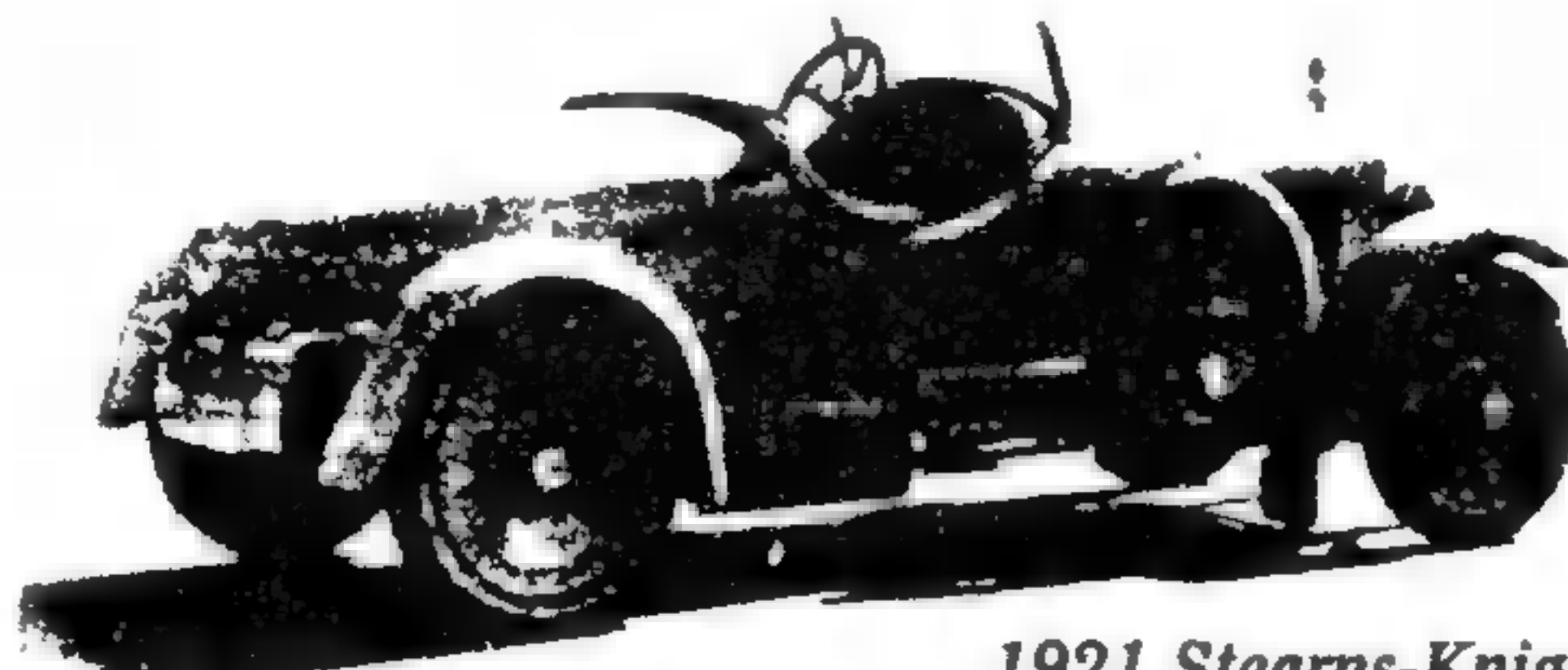
AUTOMOBILE REFINISHING

UPHOLSTERING

GLASS REPLACEMENT

1931





1921 Stearns-Knight roadster custom-built by Brunn Carriage Company

# WANTED

## INFORMATION LEADING TO THE LOCATION OF BODIES BUILT BY BRUNN CARRIAGE MANUFACTURING COMPANY

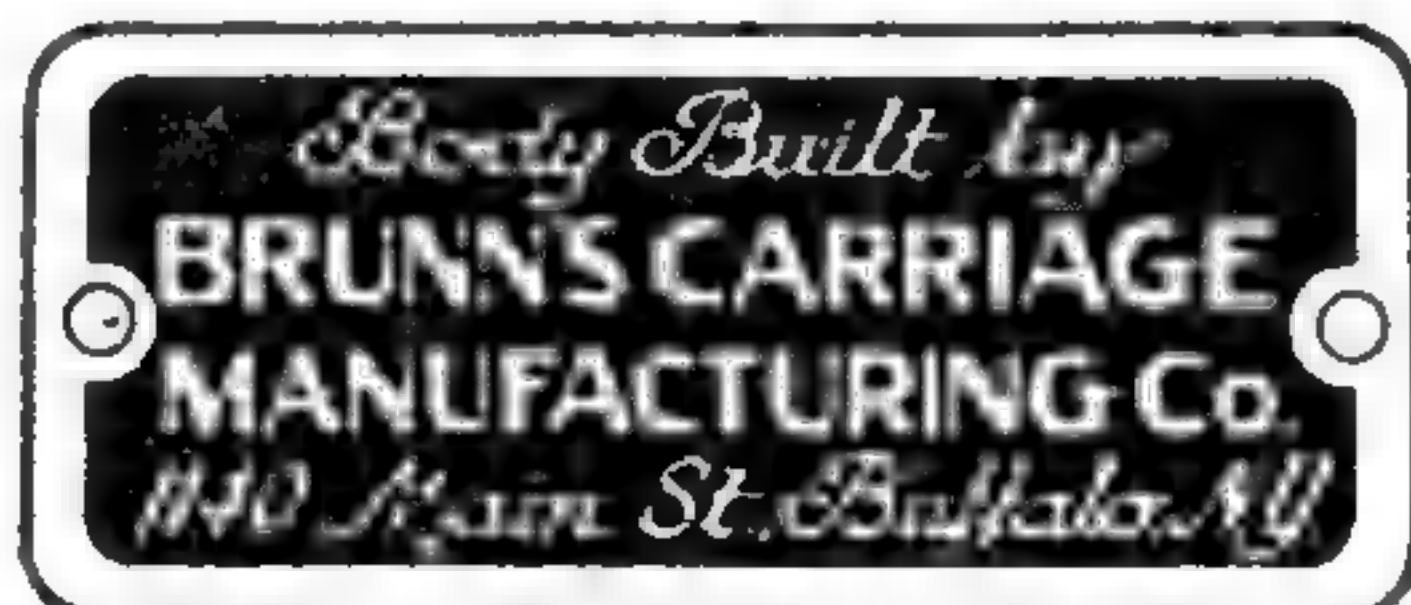
The eldest grandson of Henry Brunn, founder of the Brunn Carriage Manufacturing Company of Buffalo, New York, in 1882, has just finished a book-length history of this company, based on five years of extensive research. To make this work as complete as possible, he is endeavoring to locate all extant examples of vehicles built by this company, for purposes of photography and possible future acquisition.

The company designed and manufactured vehicles in these categories:

- 1882-1909 - Horse-drawn carriages, wagons, and sleighs.
- 1906-1912 - Electric cars, produced under the trade names of Brunn Electric, Brunn-Clark Electric, Clark Electric, VanWagonner, and Lenox.
- 1903-1932 - Automobile bodies built on the following chassis:
 

Brockway (trucks)	Haynes	Reno
Cadillac	Herff-Brooks	Rolls-Royce
Cord (L-29)	Locomobile	Scripps-Booth
Cunningham	Packard	Stearns-Knight
Empire	Peerless	Stevens-Duryea
Fiat	Pennsylvania	Thomas
Ford (stationwagons)	Pierce-Arrow	White
- 1907-1932 - Ambulance, hearse, armored-car, and fire-engine bodies on Cadillac, Chase, Selden, White, Victor, and other chassis.

*Note: The Brunn Carriage Mfg. Co. should not be confused with Brunn & Company, an offshoot of the parent firm. Brunn & Company was prominently noted for its famous Lincoln and Pierce-Arrow bodies during the 1930s.*



Have you seen any of these vehicles?  
Can you furnish any clues to their whereabouts? If so, please contact:

HARRY O. BRUNN, Jr.  
39 Getzville Road  
Buffalo, New York 14226

*Nameplate located at bottom of cowl on both sides.*

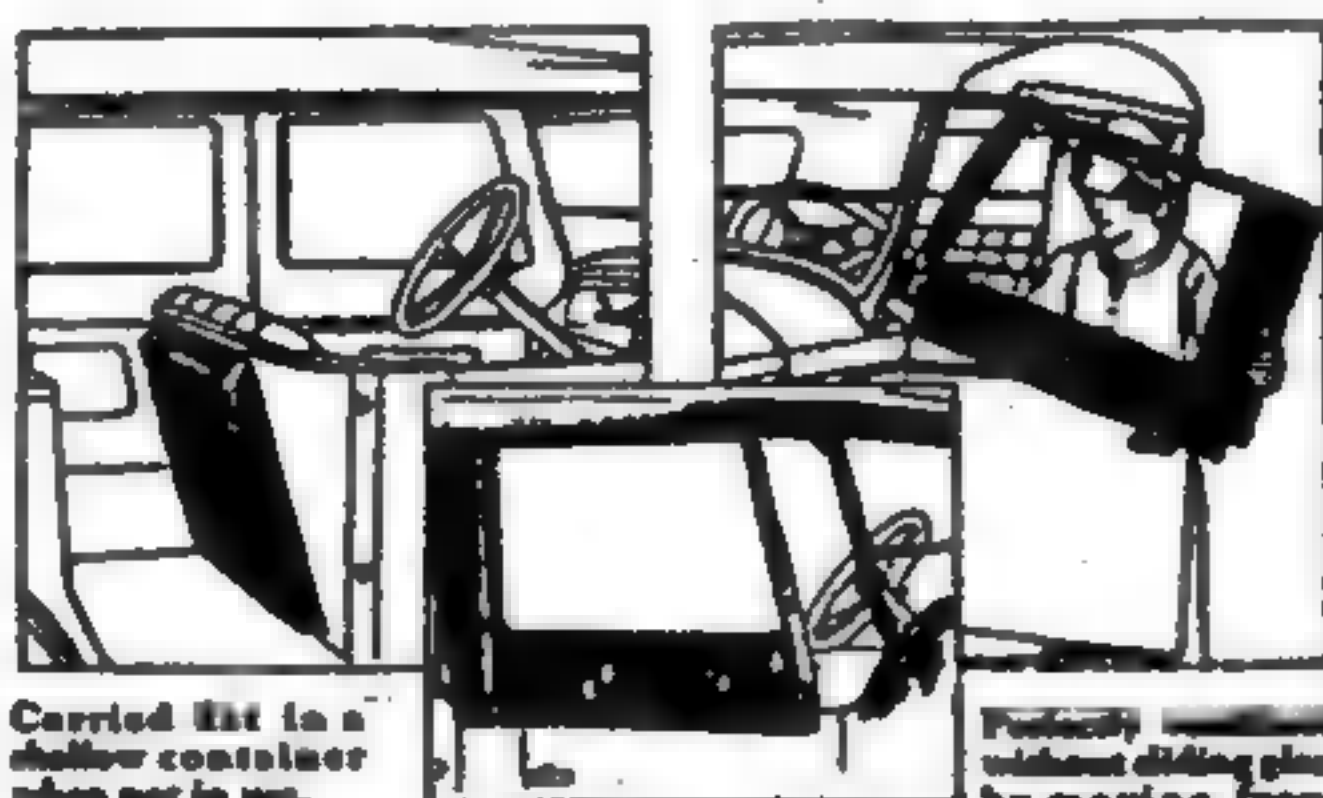


# New Cars FOR OLD

*Glass Curtains Will Modernize Your Car and Give It New Value  
as Well as New Comfort and All-Year Convenience*

A set of Glassmobile curtains add much more value to your old car than their cost. They entirely replace celluloid curtains; permit you to have an open or enclosed car at will; give you sedan weather protection and vision, and increase the trade-in value of your open car, to say nothing of improving its appearance.

AVAILABLE FOR ALL MAKES AND MODELS OF OPEN CARS



Carried flat in a shallow container when not in use. On or off in 10 minutes without tools.

Perfectly weatherproof without sliding glass by moving front panels back from the windshield.

**GLASSMOBILE**  
THIN AS A SHEET OF GLASS BOUND IN A BAND OF STEEL



Manufacturers and Distributors of

1925

All Steel Dump Bodies  
Arcadia Wood-Steel Combination Bodies  
St. Paul Hydraulic Hoists

R-B Lumber Roller Belts  
Universal High Lift Coal Hoist  
Warner Trailers

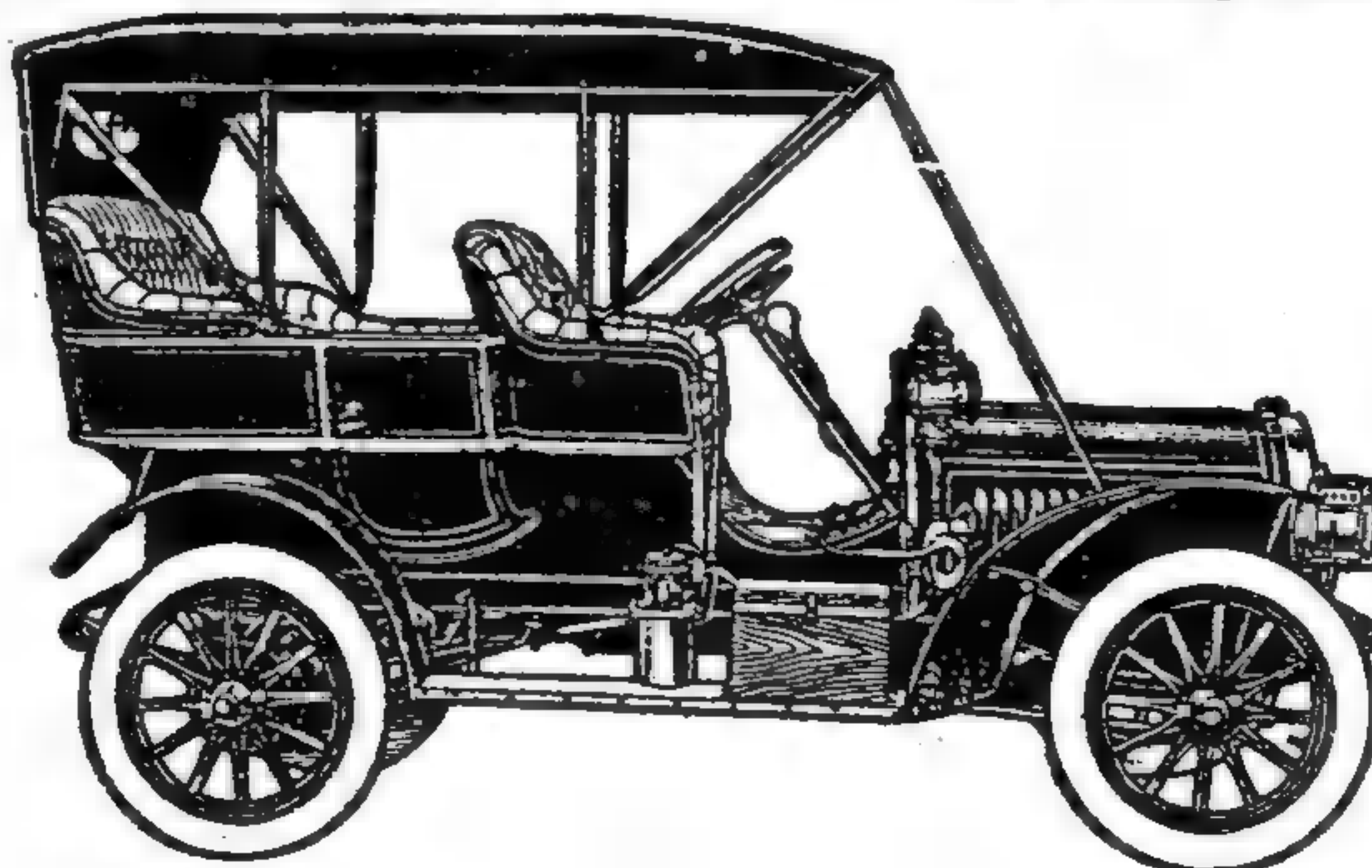
Highland Truck Cabs  
Hood-Motion Winches  
Quaker City Gasoline Tanks

## CHENANGO AUTO TOP CO.

Manufacturers of Auto Tops, Storm Fronts, Dust Covers,  
Slip Linings, Body Trimming, etc.

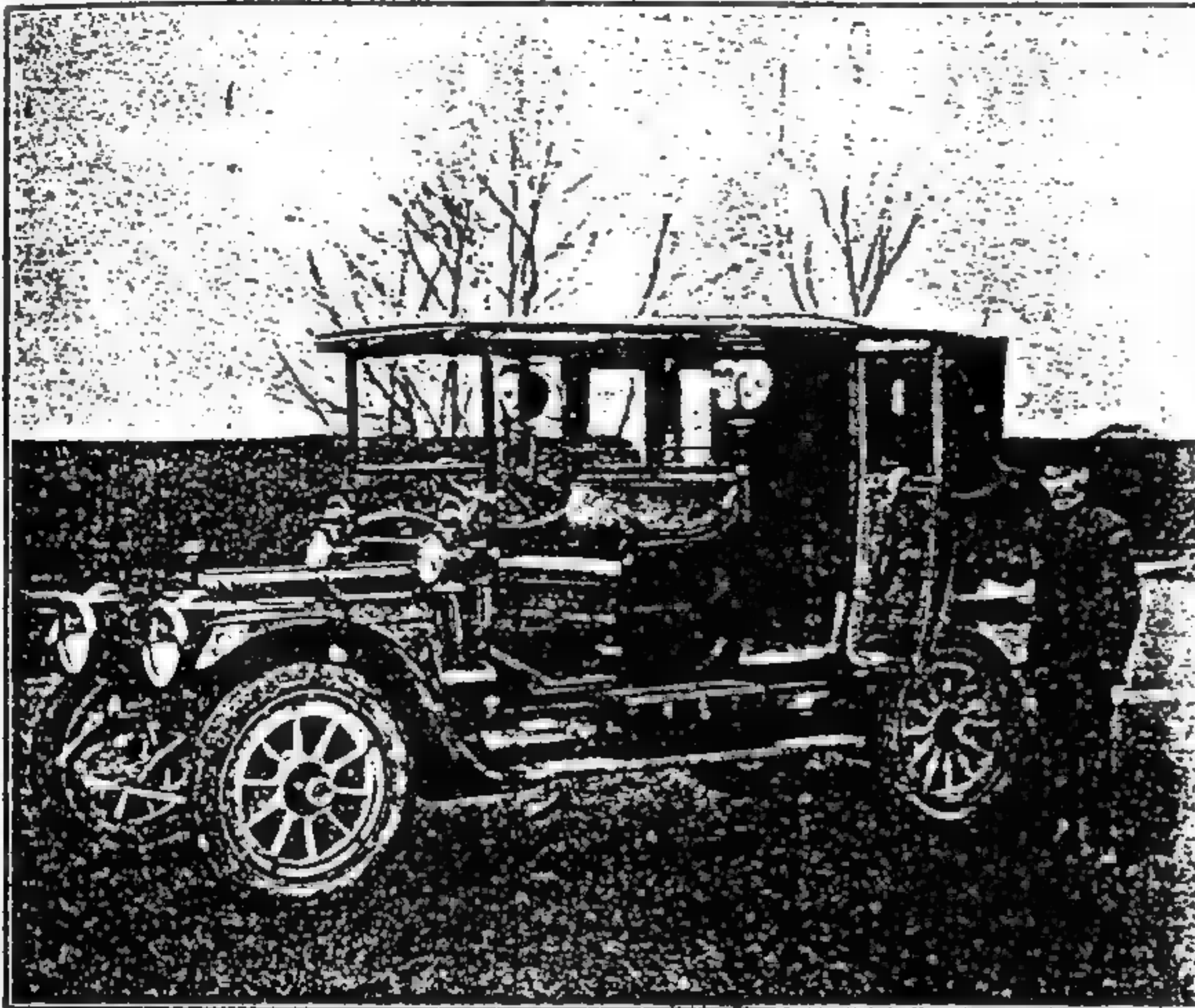
Frontier Phone 3596.

30 Chenango Street.



1909





HIGH-GRADE  
SPECIAL BODIES  
AND TOPS



1911

E. E. DENNISTON  
& CO.,  
184 W. MOHAWK ST.

# Morrison Steel Products, Inc.

## MANUFACTURING

Automotive Sheet Metal Parts,  
viz.:

Cowls, Dashes, Hoods,  
Fenders, Gas Tanks, Etc.

OFFICE: 26 E. NORTH ST.

FACTORY: 201 URBAN ST.

## REPAIRING—PAINTING

Auto Bodies, Fenders,  
Radiators, Tops, Glass Wind-  
shields, Etc.

Shop: 26 E. North St.

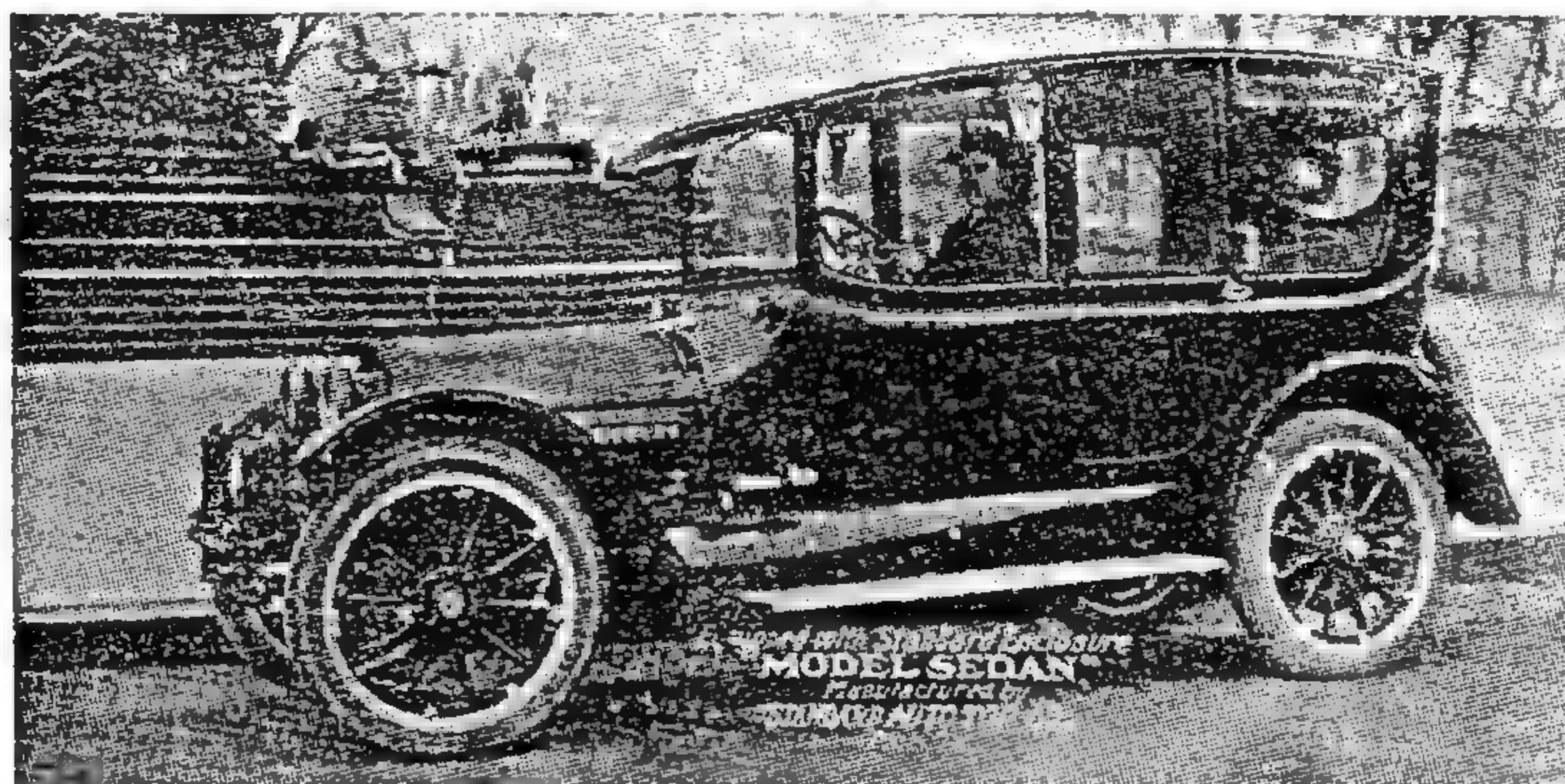
Branch: Statler Garage

PHONE TUPPER 7706

1924



**"LATEST CREATION"**



**DEMOUNTABLE BODIES IN THREE EXCELLENT STYLES FOR ALL MAKES OF CARS**  
MAKE YOUR WINTER RIDING COMFORTABLE AT A VERY NOMINAL COST

**Harvey Top and Body Company, Inc.**

918 MAIN STREET

SUCCESSORS TO BOSCHE BROS.

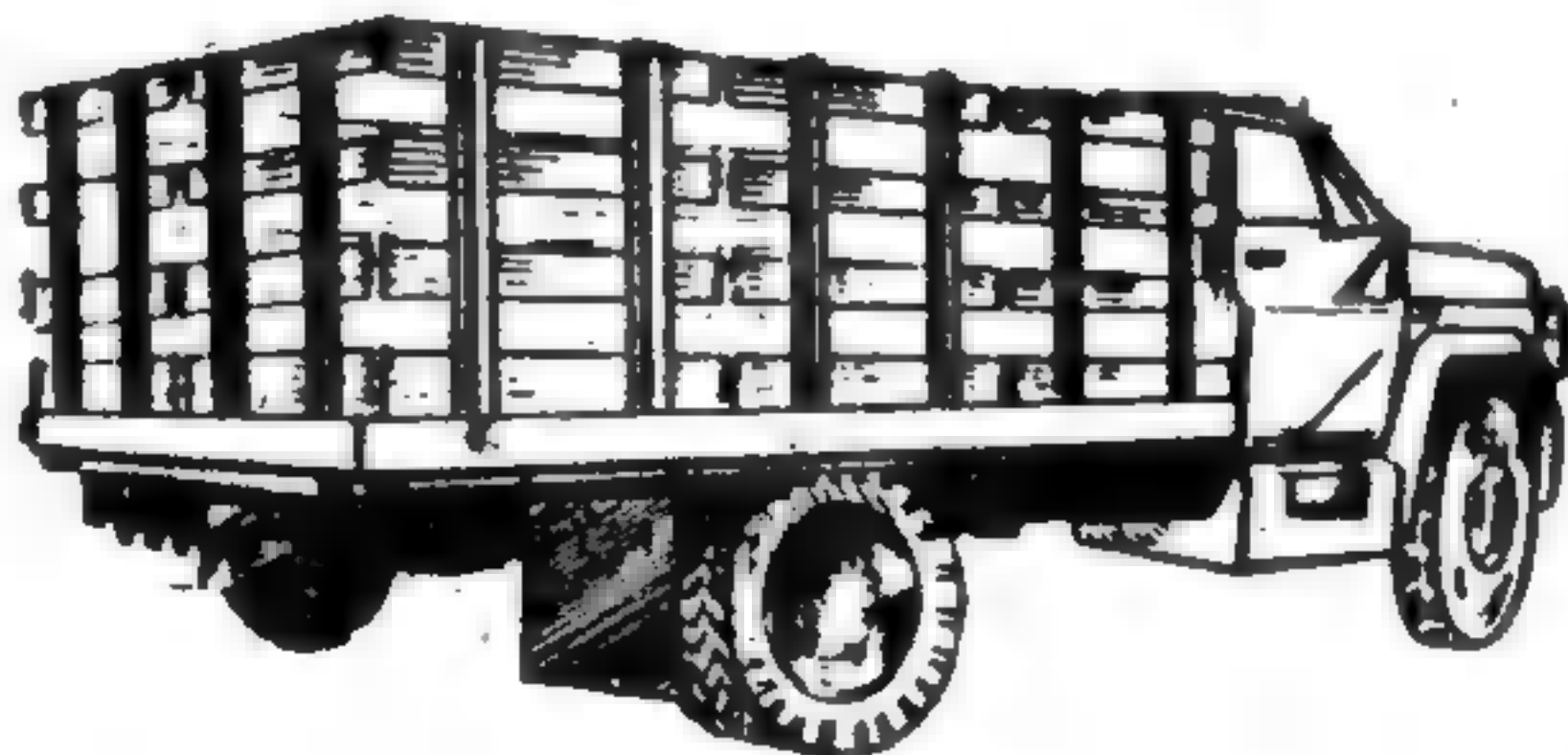
1916

BUFFALO, N. Y.

**MORRISON**

**PLATFORM-  
STAKE BODIES,**

**UTILITY-SERVICE BODIES  
WALK-IN BODIES  
TOOL BOXES AND LADDER RACKS**



**MORRISON BODIES & ACCESSORIES**

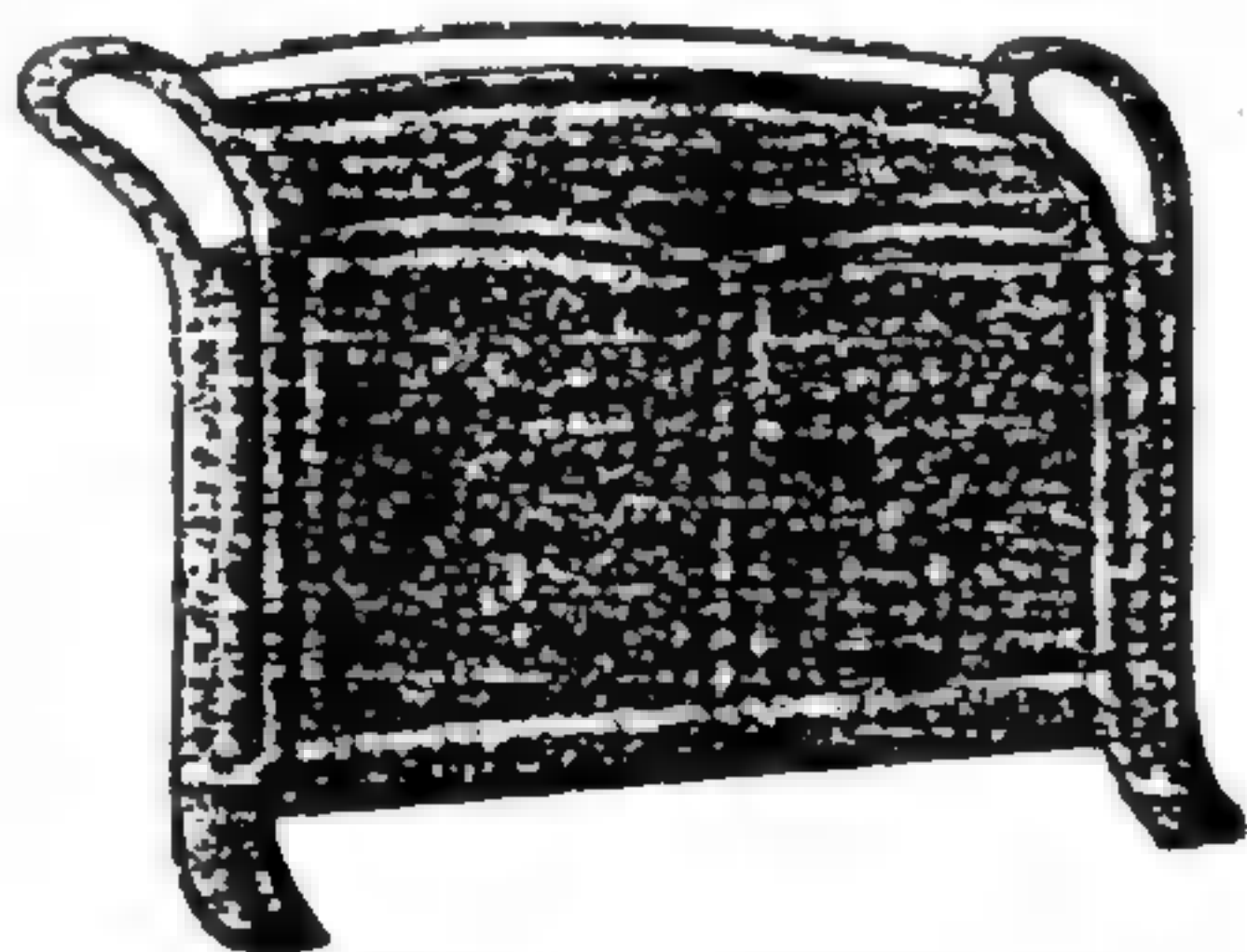
*Manufactured right here in Buffalo, N.Y.*

IN STOCK NOW AT:

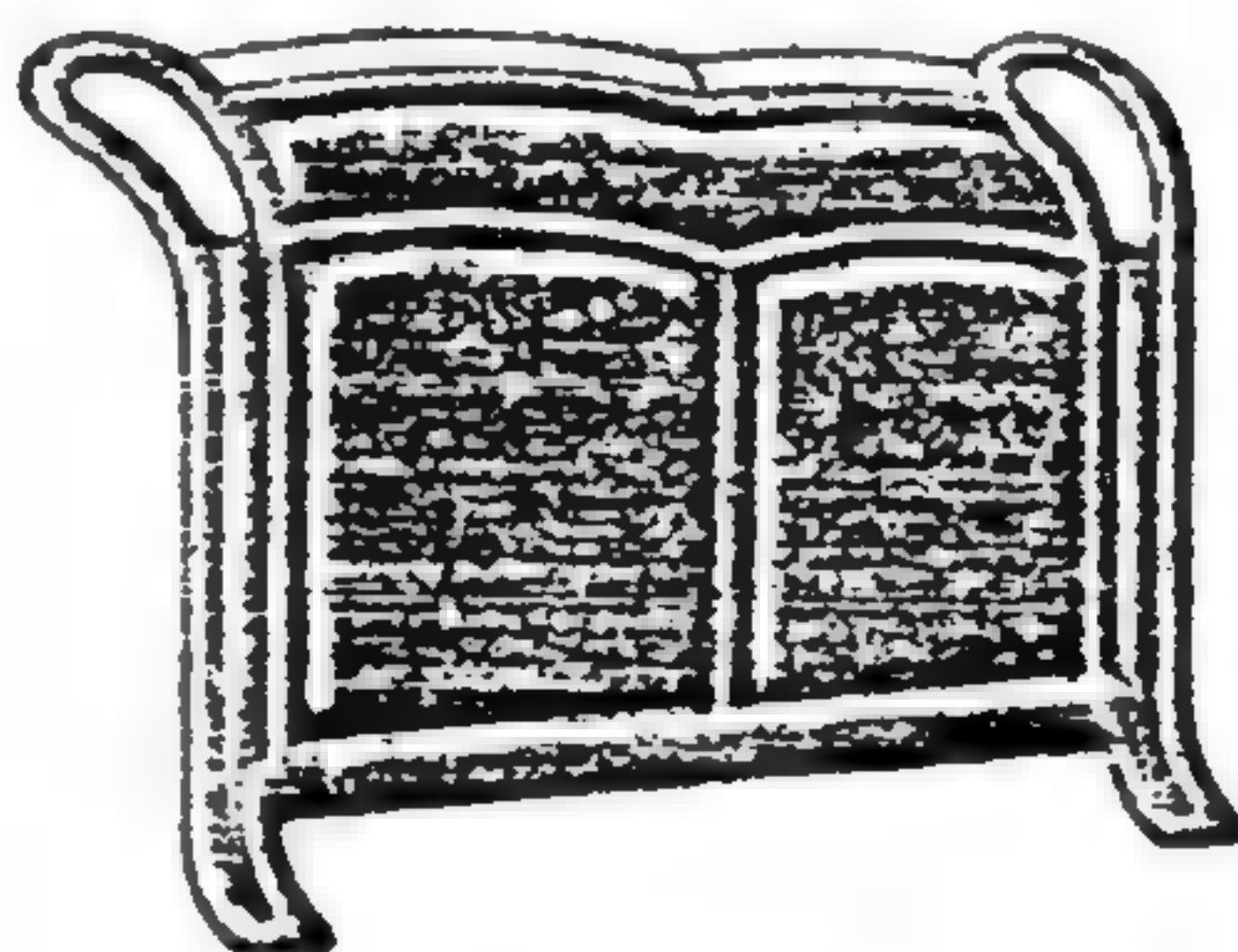
**T-W**

**TRUCK  
EQUIPPERS INC.**





No. 325 H. With Rail Nickel-plated



No. 335 H. With Rail Nickel-plated

# MCKINNON DASH COMPANY

TROY, OHIO

CINCINNATI, OHIO

BUFFALO, N. Y.

ST. CATHARINES

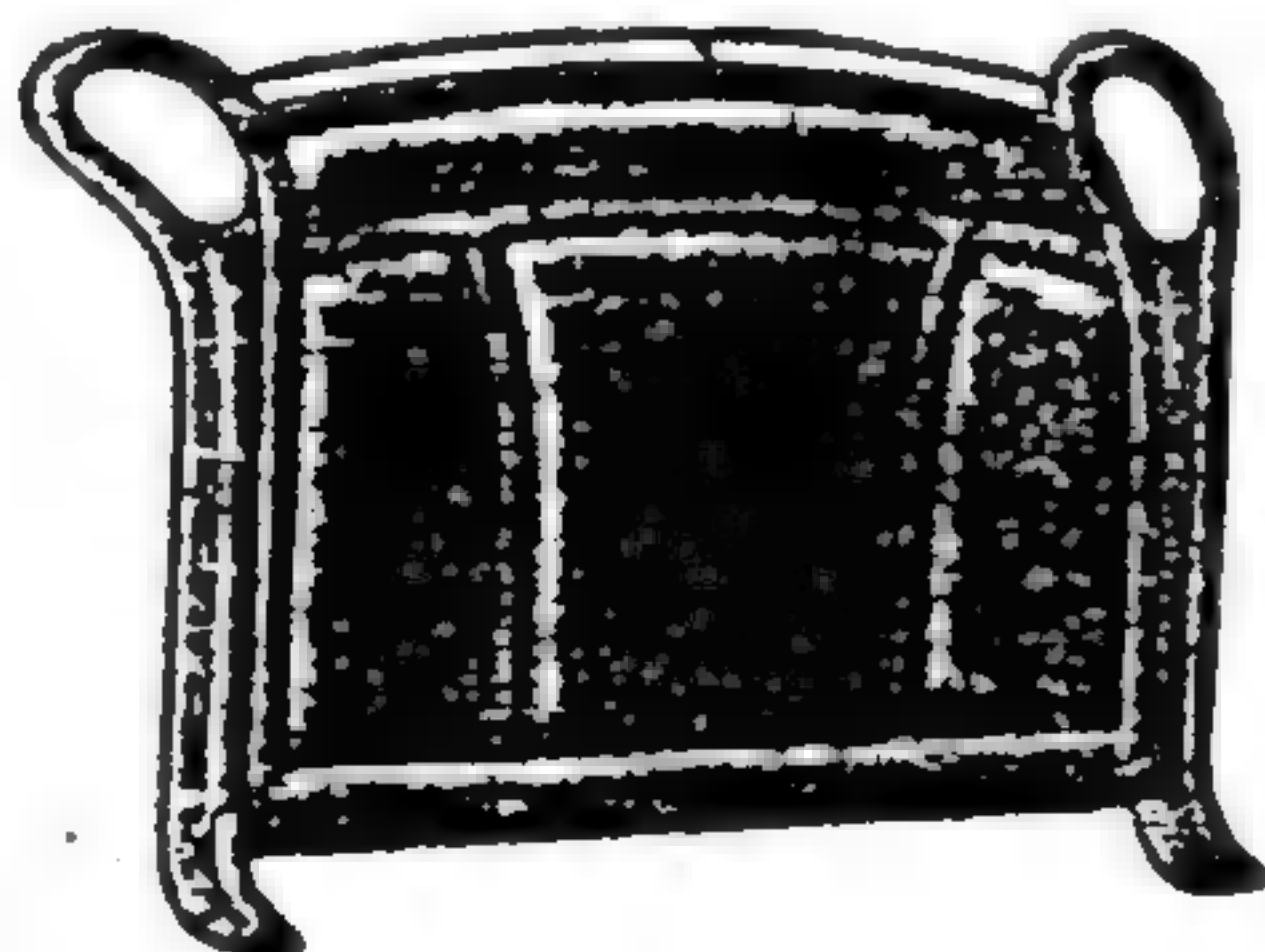
ONTARIO

## Our New Supplement

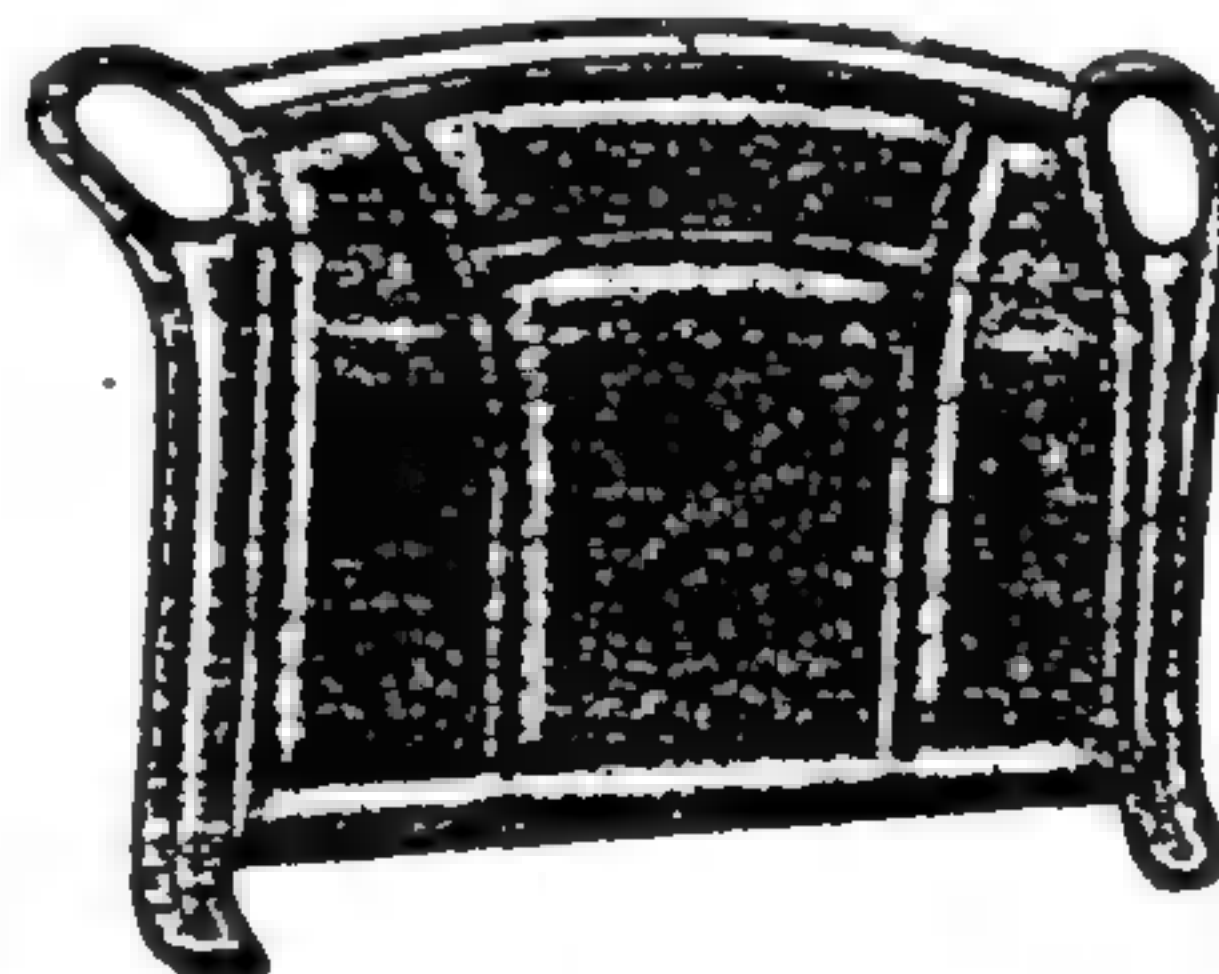
shows New Style Dashes for  
1912, which will add to the  
selling quality of your vehicles

# WING DASHES WITH RAILS

## A R E T H E L E A D E R S

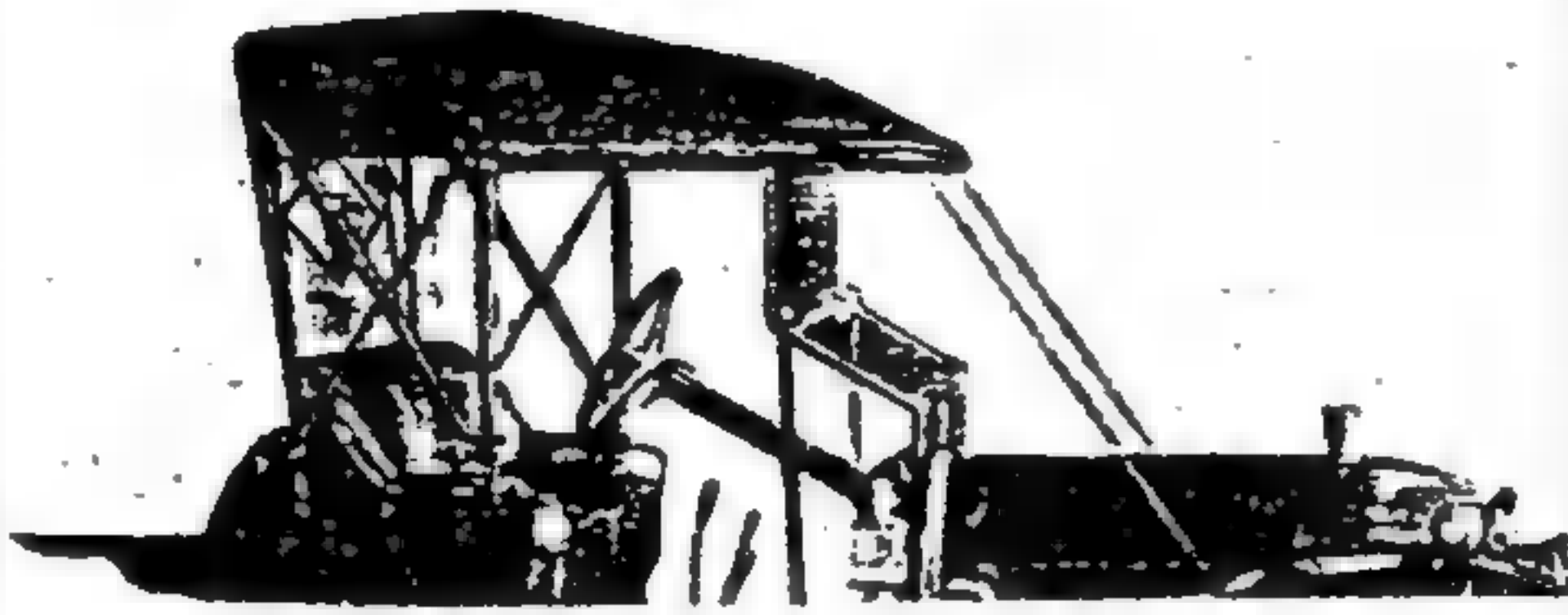


No. 338 B. With Rail Brass-plated



No. 339 B. With Rail Brass-plated





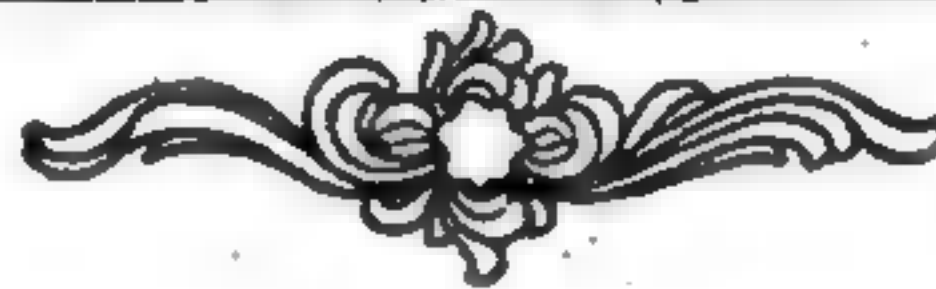
GEORGE W.  
**SUGNET**

## FINE QUALITY TOPS

Come and  
see us in  
our new  
Factory

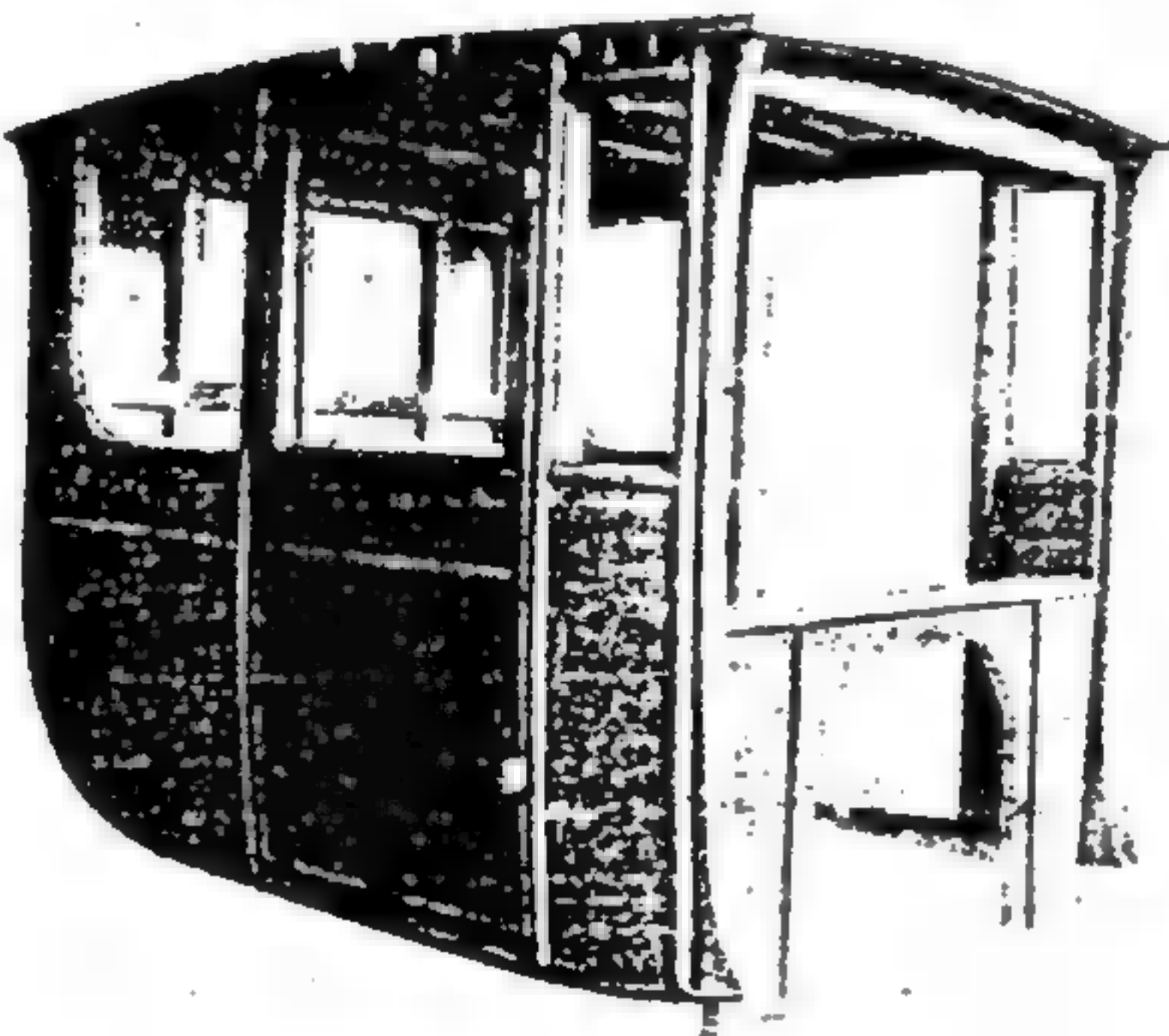
PATENT LEATHER DOORS  
SEAT COVERS & RUBBER,  
MOHAIR and PANTASOTE TOPS

WE DO  
BLACK-  
SMITHING  
and  
FORGING



297-301 OAK ST. Telephone 17073 BUFFALO, N. Y.

## BEST GRADE COUPE BODY \$200.00



We manufacture and sell direct to users, thereby saving you dealers' profit.

A boon to doctors, business men, or anybody driving a Ford, Buick, Hupmobile, Maxwell, Oakland; in fact, any light runabout may have a coupe body for from \$200 to \$300 for the most elaborate job.

*The Unique Feature* — Bodies can be put on and taken off just like an automobile top; very convenient as well as High-class, Handsome and Durable.

Not necessary to leave your car — Just call and let us take your measure, and we will do the rest.

*Deliveries* — Two weeks. Any color desired, and every body fitted properly to your car by skilled labor.

We also do all kinds of finishing — Tops, Side Curtains, Fore Doors; Broken Wheels and Axles Repaired; in fact, if it's for an Auto, call and get our prices.

Let us tell you about it. Call, phone or write. If desired, our representative will call.

## UP-TO-DATE BODY & SEAT CO.

PHONES: { Frontier, 14254  
{ Bell, Tupper 2160-W

1911

77-79 EDWARD STREET



**NOW IS THE TIME TO  
PLACE YOUR ORDER FOR A  
LIMOUSINE TOP**

---

Don't wait until the snow flies

---

**GET IN TOUCH WITH US AT ONCE**

---

**National Body and Top Corporation**

41 Letchworth St. NORTH 4039-W Buffalo, N. Y.  
1916

**WE BUILD SPECIAL BODIES OF ANY  
DESCRIPTION—PLEASURE AND COMMERCIAL**

**HAMES AND SADDLERY HARDWARE**

**UNITED STATES HAME CO.**

MANUFACTURERS OF

HAMES

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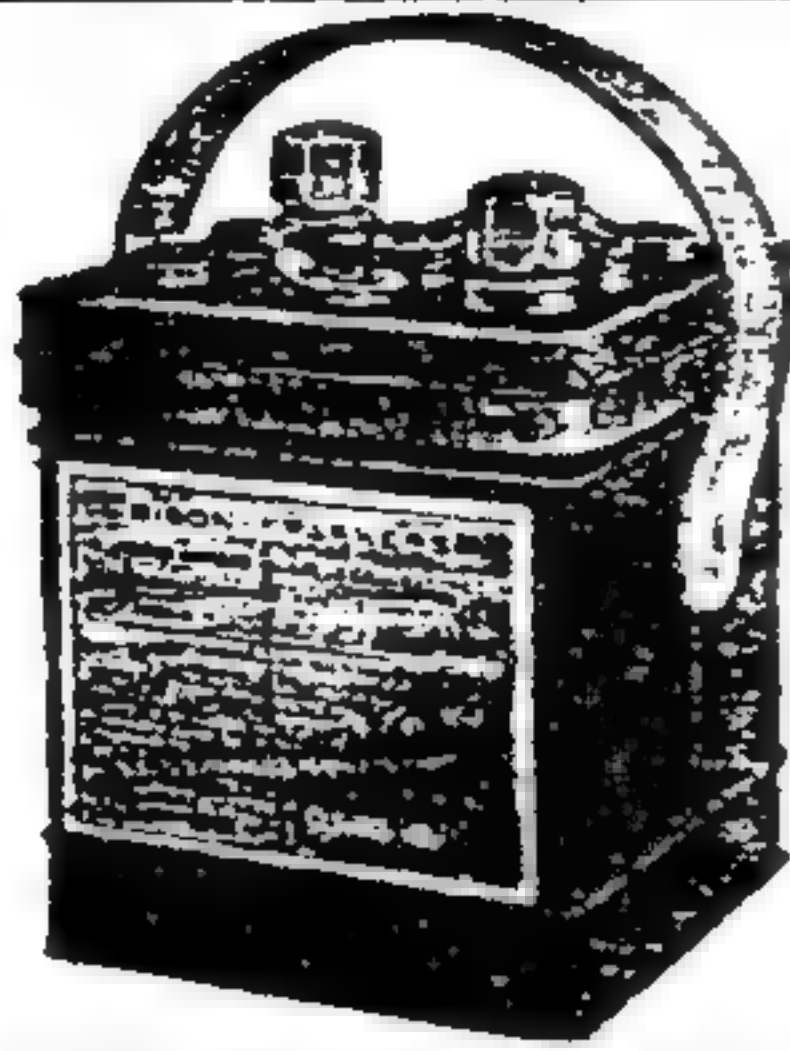
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135 Tonawanda St.

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1928





# BISON SPARKERS

Eliminator of Battery Difficulties 1913

Auto Lighting Equipment

Recharging and Repairing any  
make of Storage Battery

— A TRIAL WILL CONVINCE YOU —

BISON STORAGE BATTERY COMPANY

38 RILEY STREET  
BUFFALO, N. Y.

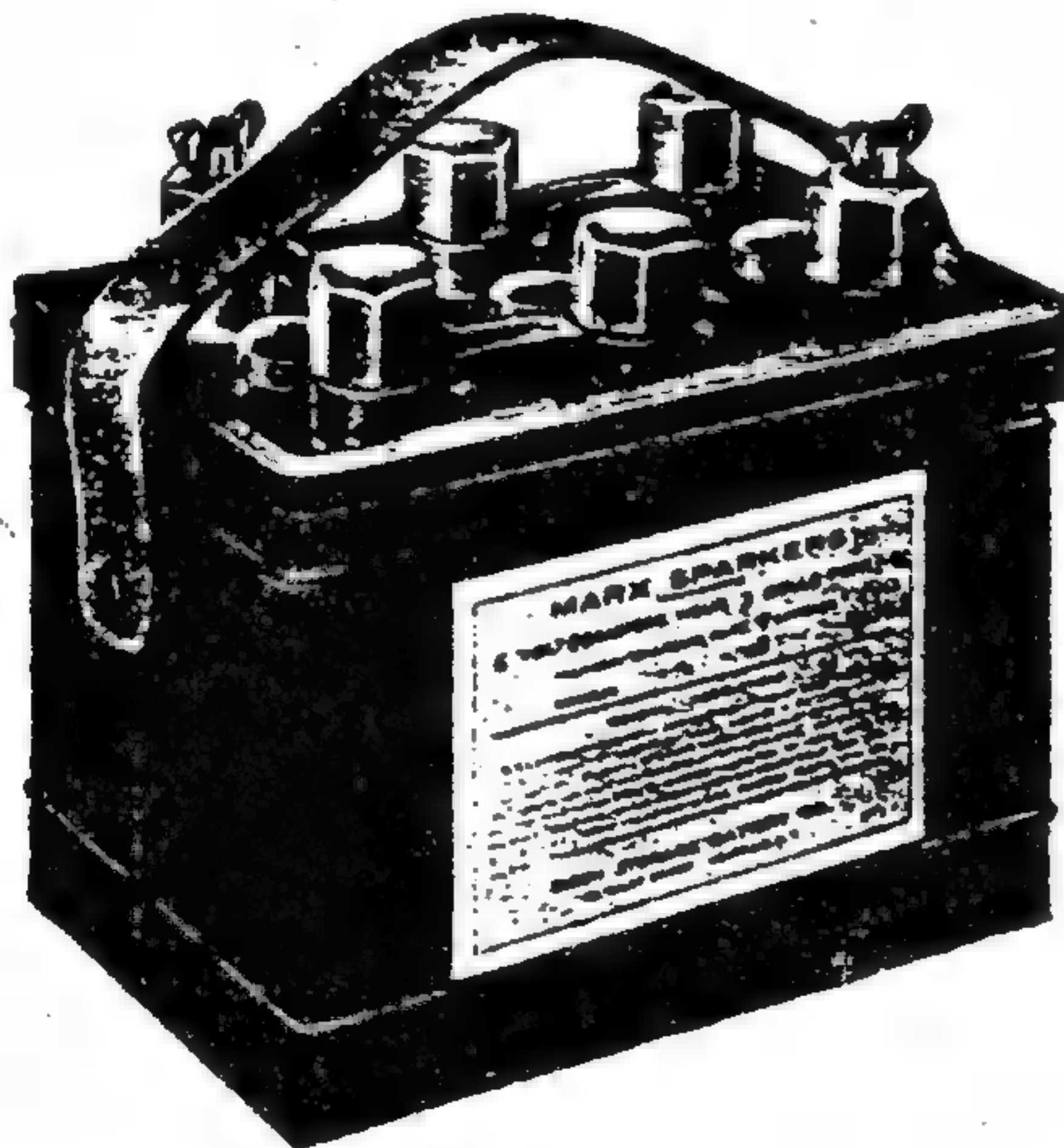
16

THE BUFFALO MOTORIST

1909

## BISON & MARX SPARKERS

ELIMINATORS of BATTERY DIFFICULTIES



Auto Lighting Equipments

Recharging and Repairing  
any make of  
Storage Battery

Bison Storage  
Battery Co.

38 RILEY STREET

BUFFALO, N. Y.

A TRIAL WILL CONVINCE YOU





### The only exchangeable battery for automobile lighting.

Think of having brilliant electric lights for your head lamps, side lamps, dome and tail lamp—and always plenty of power to supply them.

This is the convenience of the

## Salom Exchange Battery

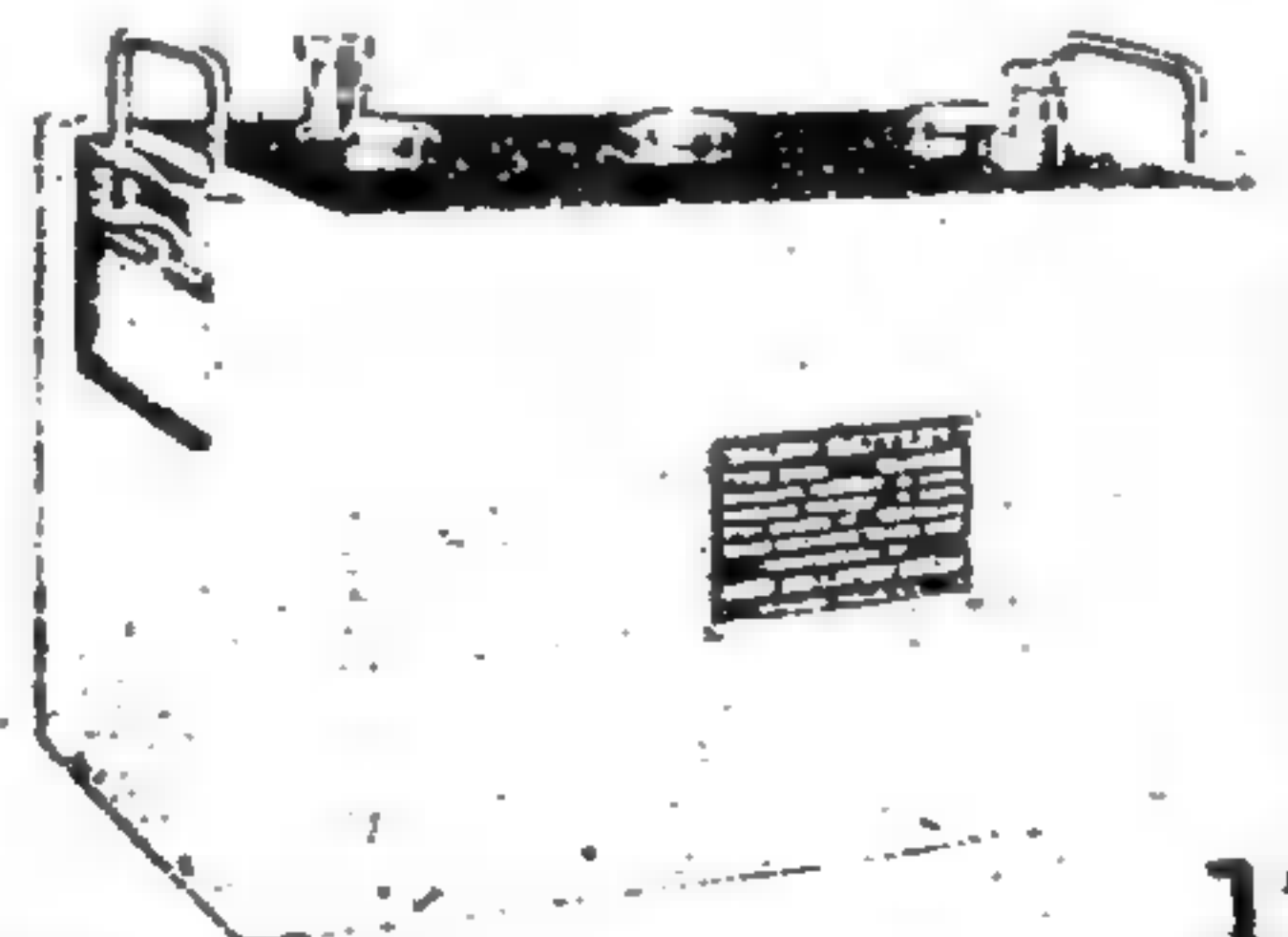
Salom Exchange Stations are established all over the country, and wherever you go you can exchange your discharged battery for a battery fully charged, for the nominal amount of \$1; and this is the only up-keep cost you have. It brings maintenance down to less than half the cost of acetylene lights.

The Salom lights have none of the danger and disagreeable odor of gas lamps; none of the dirt and grime and soot of oil lamps; no wicks to trim; no matches to strike; no intense heat to dim the reflectors. They are clean, steady, safe and economical—and the light every well-equipped motor car must eventually adopt.

Call for a demonstration, or write for Bulletin No. 17, which fully explains the Salom system.

**NIAGARA LEAD & BATTERY CO.**  
873 MAIN STREET, BUFFALO.

Niagara Falls, Philadelphia, Chicago, New York



1911



# Marlette, Buffalo Bumper To Move to New Facility

By DON O'HARA

Two Buffalo area metal plating companies will be consolidating their operations into American Standard Inc.'s former plant at 25 Rano St.

The plant, which houses Truly Magic Products Inc., has been acquired by Marlette Plating Co. Inc., a Buffalo-based metal finishing firm at 200 Cornwall Ave.

Marlette Plating purchased the 180,000-square-foot facility from Truly Magic Products, which will continue to lease about 60,000 square feet of space in the plant.

Truly Magic, headed by Albert J. Assad of East Aurora, purchased the American Standard facility in 1979 with the use of \$1.2 million in industrial revenue bond financing provided by the Erie County Industrial Development Agency.

Terms of Marlette's property acquisition were not disclosed, but it was noted that the plating firm will assume payment on Truly Magic's outstanding revenue bonds.

Marlette Plating is now installing new plating equipment in the Rano Street plant. The new lines are expected to be in operation within the next two to three months.

Following start-up of the new equipment, Marlette will begin to transfer its present plating lines from the Cornwall Avenue plant. The

latter move is expected to be completed by late 1982 or early 1983.

Also, Marlette Plating is planning to consolidate the operations of its subsidiary, Buffalo Bumper Exchange Inc., into the new plant. Buffalo Bumper is now located at 117 Bushnell St. The latter business is expected to be shifted to the Rano Street plant within the next two years.

Ray R. Roloff, plant engineer for Marlette Plating, said the company will have 120,000 square feet of space in the new facility, compared with 35,000 square feet at the Cornwall Avenue site.

Mr. Roloff also noted that there is a possibility that the company may eventually move its Rochester plant operations into the former American Standard plant. The Rochester plant has 35 employees, and Marlette Plating and Buffalo Bumper Exchange have about 70 workers.

Marlette Plating serves a wide variety of industrial clients throughout New York State, Pennsylvania and in New England. It handles plating of various metals with gold, silver, zinc, copper, nickel, chromium and cadmium.

Buffalo Bumper Exchange plates and polishes recycled automobile and truck bumpers, does custom work for antique automobiles, and processes parts for truck producers.

Edward N. Marlette is president of Marlette Plating. Richard T. Marlette is secretary-treasurer and general manager of Marlette Plating, and Edward N. Marlette Jr. is general manager of Buffalo Bumper Exchange.

NEWS 1981

**The Stainless Steel Caliper...**  
... for 1969-1981 Camaro, Firebird, GTO, 4-4-2 and all those other "keeper" cars, from Seville to Chevy trucks.

1980



**STAINLESS STEEL BRAKES CORP.**  
11470 Main Road/Clarence, N.Y. 14031  
Please send me more information about your stainless steel brake system products for:  
☐ Oldsmobile, 4-4-2  
☐ Chevrolet, El Camino, Malibu  
☐ GTO, Firebird

**ELIMINATE PISTON STICKING AND LEAKING FOREVER. WE GUARANTEE IT!**

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Model year \_\_\_\_\_

HMN

07-C



**Buffalo Carburetor.** In the latest Buffalo carburetor, shown in Fig. 42, springs and atmospheric air adjustments are not used;

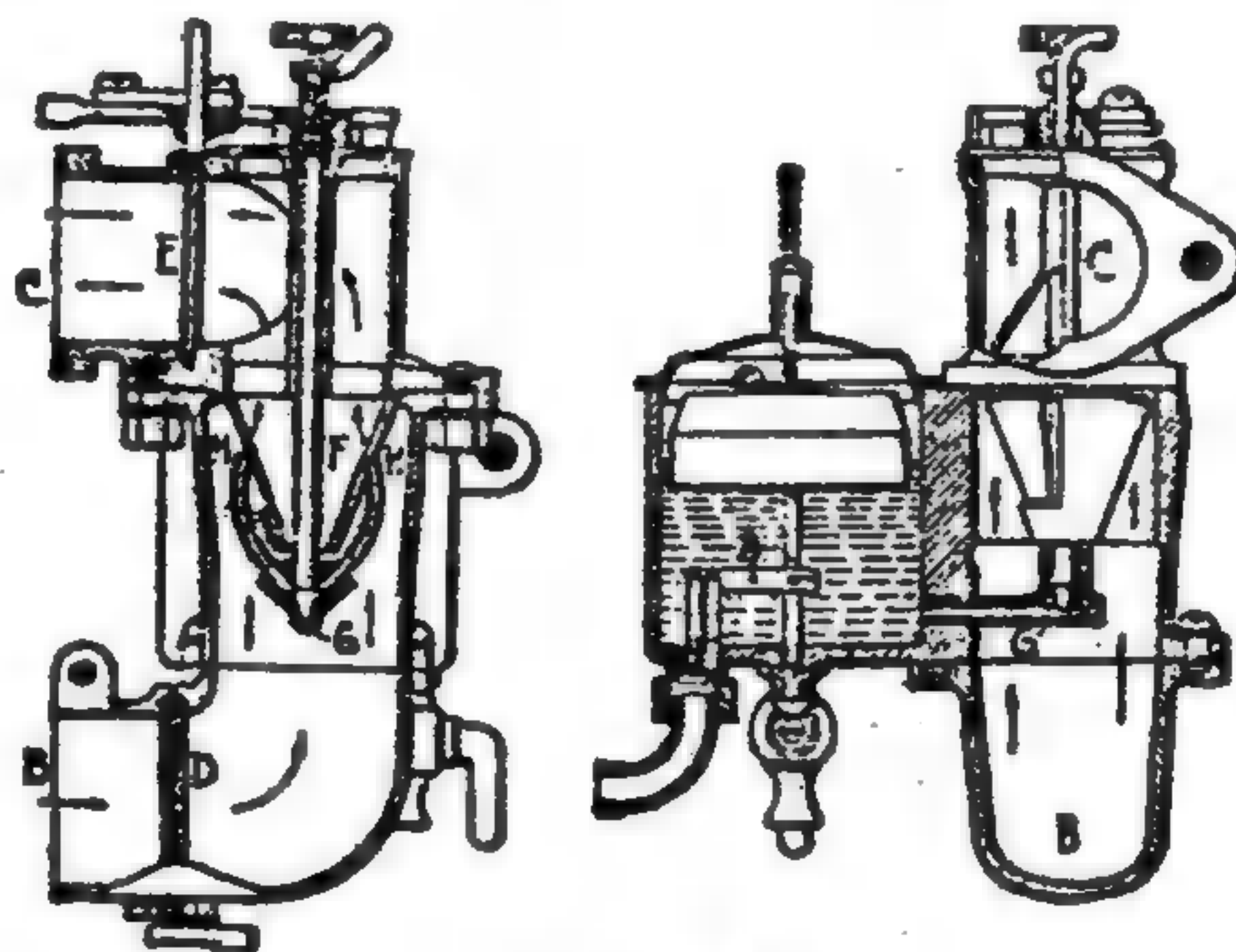


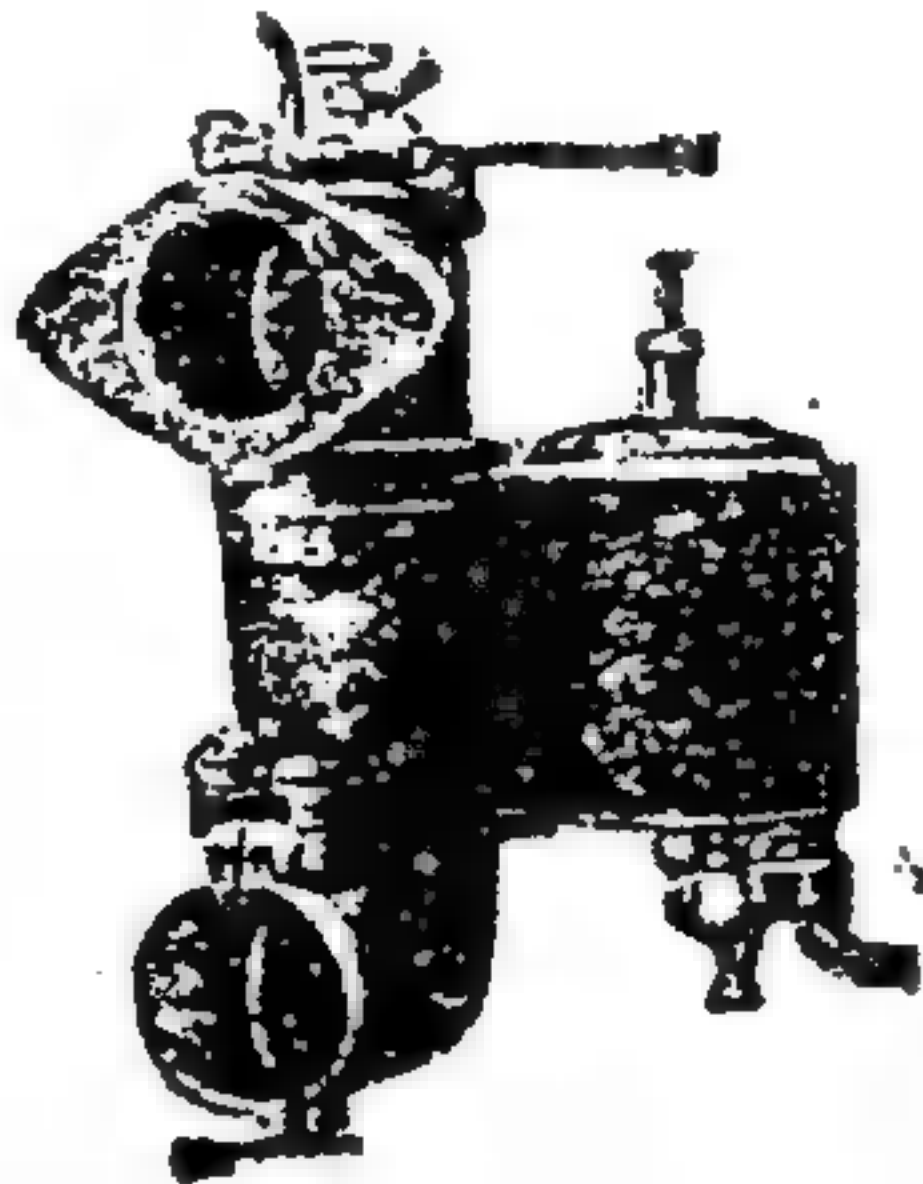
Fig. 42

#### BUFFALO CARBURETOR.

all changes made in its gasoline, air or mixture controls being positive on the command of the operator. The float chamber, to one side, has the gasoline entering under regulation of a cork float, which operates the needle valve through a rocker arm A, with a slot in one end for union with the float stem, and a pivoted connection at the other end to the top of the valve stem. The mixing chamber is a vertical air passage at one side of the float chamber, and air entering through a horizontal opening B at its base mixes with the gasoline midway the height of the chamber, and then exits through a horizontal opening C at the top of the motor. The air entrance is guarded by a starting valve D, the escape of mixture is regulated by a throttle valve E, and the mix-

ing of gasoline and air calls into use a revolving cone valve F, located midway of the height of the chamber. The gasoline enters at the apex of the valve under regulation of a needle valve G, and rises through a pair of arching pipes HH, which have their openings in regulable air ports in the cone valve F, so that the air speed past the nozzles remains constant irrespective of the speed of the motor. This valve is interconnected with the throttle, so that a movement of one produces a movement of the other, the interconnection for this purpose being adjustable.





**SIMPLICITY**

**ECONOMY**

**THE NEW 1908**

**POWER**

# **BUFFALO CARBURETOR**

is mechanically operated, always acting with the precision of a perfect machine under all conditions. Skilled workmanship, the finest materials and perfect design also help to make it the best carburetor on the market : : : : : : : : :

**FLEXIBLE**

**RELIABLE**

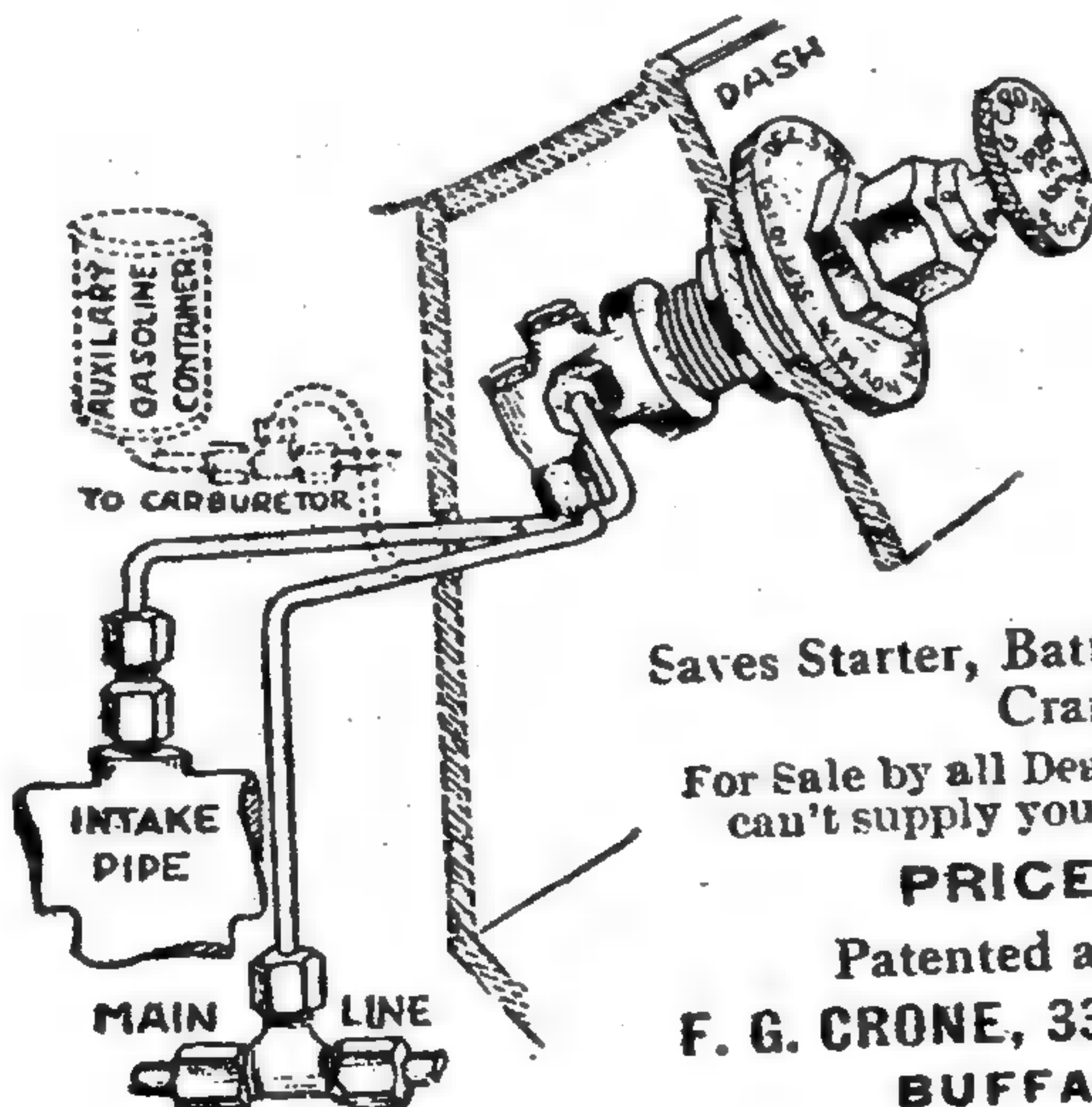
**DURABLE**

**THE BUFFALO CARBURETOR COMPANY**

**887-889 MAIN STREET**

**BUFFALO, N. Y.**

National Sales Corporation, Factory Sales Managers, 296 Broadway, New York



**FOR  
COLD WEATHER  
STARTING**

put a

**CRONE  
PRIMER**

on Your Car

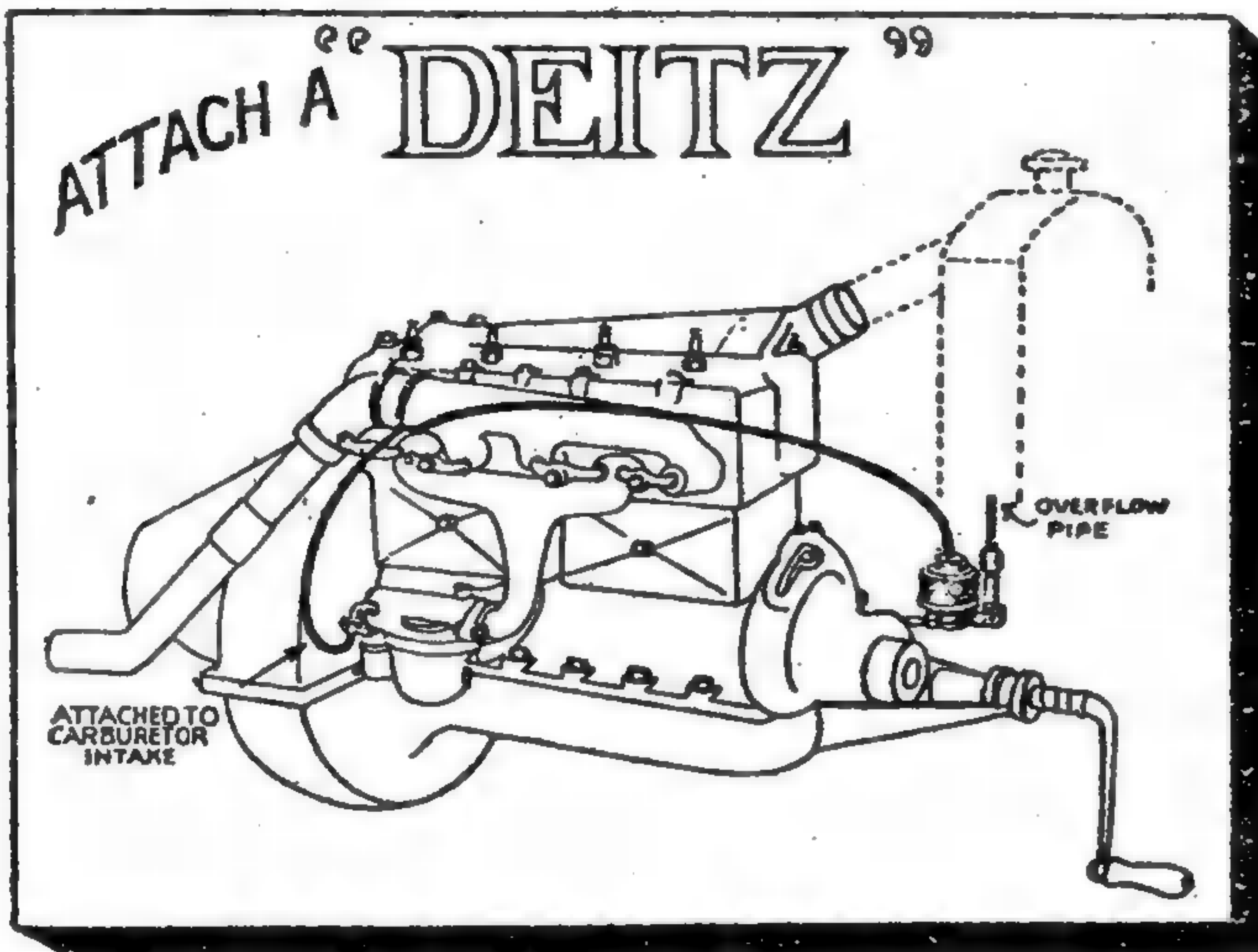
**Saves Starter, Batteries and Needless  
Cranking**

For Sale by all Dealers—If your Dealer  
can't supply you send us his name.

**PRICE, \$6.00**

Patented and Made by  
**F. G. CRONE, 334 Genesee Street,  
BUFFALO, N. Y.**





SAVES  $\frac{1}{4}$  TO  $\frac{1}{2}$  GASOLINE  
By Attaching a

## DEITZ AUXILIARY CARBURETOR

CONDUCTS VAPOR FROM RADIATOR TO CARBURETOR, obtaining PERFECT combustion and uses all the power in gasoline.

INCREASES MILEAGE 25% to 50% GIVES Engine more power with less gasoline.

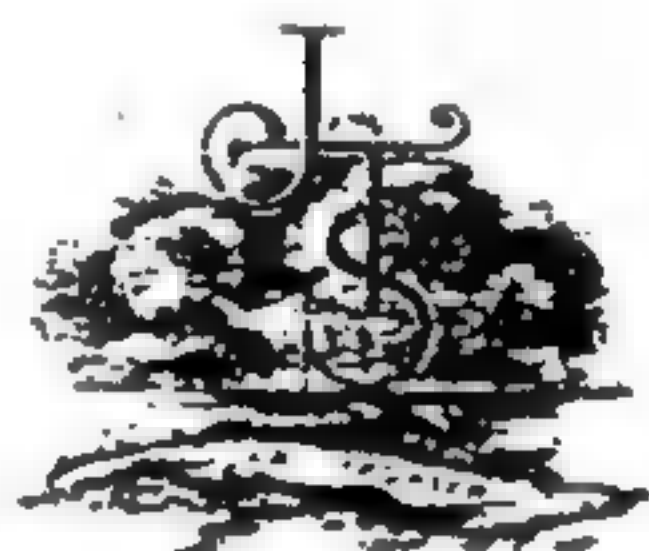
PREVENTS accumulation of carbon. CLEANS Spark Plugs and keeps them clean.

ELIMINATES foul odors, Car runs much smoother.

ATTACHED by anyone in 15 minutes in any automobile and works automatically without drilling a hole or making a scratch in radiator, manifold or engine.

PRICE \$5.00. ATTACHED \$5.50  
Money Back If Not Satisfied

INSTALLED AT  
**Deitz Service Station**  
753 Main Street Buffalo, N. Y.



**Joseph T. Snyder**

Buffalo, N. Y.  
May 21, 1916.

Deitz New York Co., Inc.,  
Service Station 753 Main St.,  
Buffalo, New York.

Gentlemen:-

Recently, I attached your Deitz Device to my eight cylinder Cole Car, which has been driven about 1000 hundred miles, therefore, the engine was very stiff.

I am very much pleased with the results, having increased the mileage in gasoline from nine to twelve miles on a gallon.

I have also particularly noticed that the engine runs much smoother and quieter, and shows additional power.

Enclosed find check for Deitz Device. I am very much pleased with the results, and the Device has accomplished all that you have claimed for it, and I most heartily recommend it.

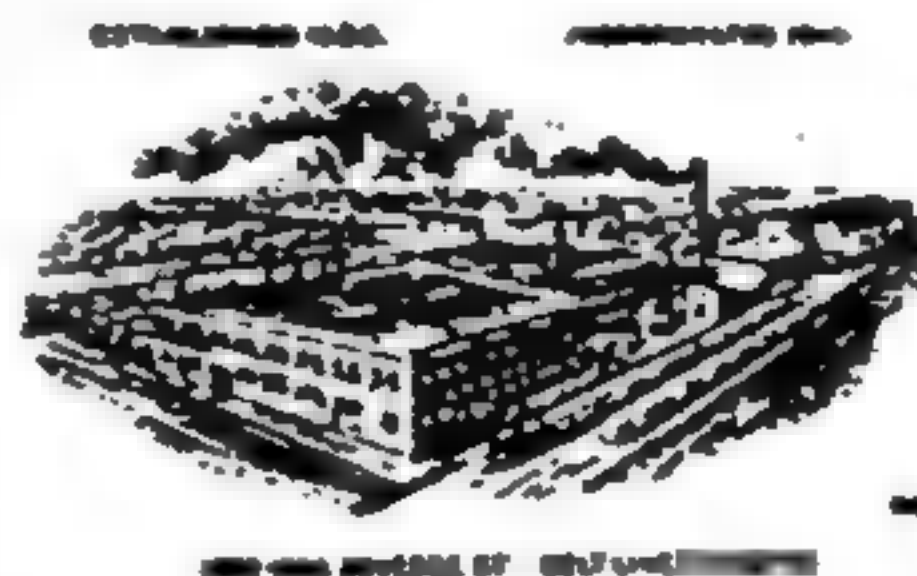
Respectfully yours,

1916

*Joseph T. Snyder*

So say thousands who have tried it and who endorse it in a spirit of genuine gratitude and sincere delight

OUR PLANS AND FACILITIES FOR DOING ALL KINDS OF MILL WORK PROMPTLY.



**CHRISTEN FIERL & CO. INC.**

PLANING MILL

DRESSED - ROUGH

Contractors' **Sumber** Builders

THE INTERIOR FIN

Buffalo, N. Y.

May 21, '16.

Deitz New York Co., Inc.,  
Service Station 753 Main St.,  
Buffalo, New York.

Gentlemen:

The Deitz Device which you put on my Ford run about 1000 miles and paid for itself as it increased mileage better than 1000 miles in the gallon, gives more power and eliminates noise and we have also attached your device to our Itterbury - three-ton truck, with similar results.

Being so well pleased with the device, as you know I volunteer in giving you this testimonial, I unhesitatingly recommend the "Deitz" to any one who is interested in cutting down their gasoline bills.

Very truly yours,

*Christian Fierl*



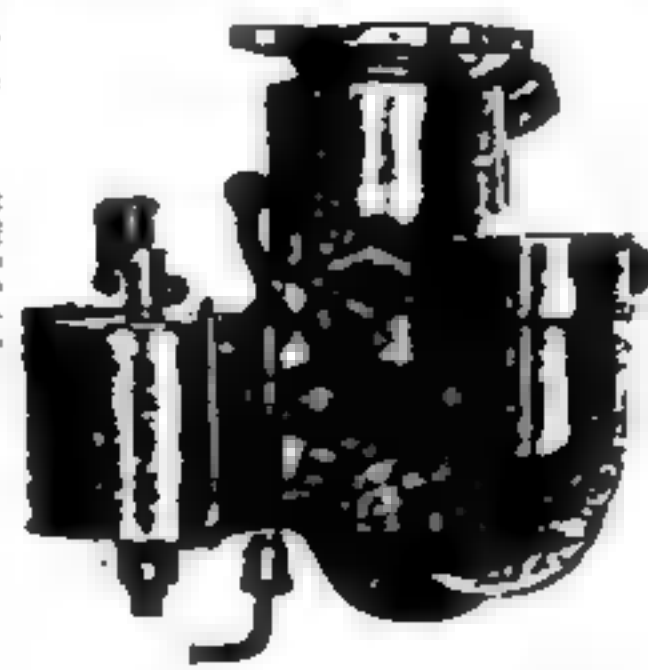
**Q:** Additional comments on Charles Morrison's carb question (June Tool Bag).

**A:** I grew up as a child in an atmosphere of automotive and carburetor development, which had begun several years before I was born (May 19, 1908). My father and his brother were employed at the Thomas Car Co. I also had an uncle who later formed the Buffalo Carb. Co. (1905), which later became the Mayer Carb. Co. Also two other uncles started at the Pierce Bicycle Co., which later became the Pierce-Arrow Car Co. So, my brother and I were surrounded by a family directly involved with early cars. Regarding the first question concerning the brass Schebler R101,

six cylinder, and R139, I will have to expose my ignorance of this period of carburetor development. I have never seen a brass downdraft carb and had supposed that the die cast method, with white metal, had replaced the more costly sand cast brass carburetor body before the first downdraft carburetors, around 1930. I had already found employment in the aircraft industry (1925) before my father left the Mayer Carb. Co. in 1930, so I was never directly involved with the company. The Mayer Carb. Co. continued to exist in a small way until the death in 1950 of my uncle, who had continued to produce brass updraft carburetors for inboard marine use. Die cast construction is unsuitable for use in salt water. Since a brass foundry was a necessary part of carburetor manufacture, my younger brother as a child was fascinated to be able to play in the sand. It was not really play, in the usual sense, as he delighted in making cars and molds with the patterns and coreboxes found in the foundry. It an-

nnoyed the foundry boss, but what could I say, my brother was one of the bosses' sons. My brother did, at a very early age, decide that he would become a patternmaker, a trade he pursued for his entire working life. In 1946 he formed his own company and suggested that I, in 1947 (age 39), leave the aircraft industry and become an apprentice patternmaker. This I did and with no regrets. During all of these years I had been interested in modifying cars to perform better, destroying several along the way. I owned a hot rod for some 10 years, and later got into sports car racing actively and spent 10 years of my spare time altering and maintaining racing cars. During this time my involvement was with Weber and S.U. Carburetors, a far cry from the old Mayer carb of WWI, of the Hudson 20, Grant, Saxon, Thomas periods. Ironically, I now drive a fuel-injected car, and recall an answer to a question which I made to my uncle, about 65 years ago, about what could be expected in the way of further carburetor development. He said at that time, "the carburetor is archaic and should have been replaced years ago (this about 1918) with fuel injection." However, he continued, for the rest of his life, to produce the archaic carburetor. I regret that despite being close to the carburetor business in my earlier years I cannot shed any light on your request for information regarding who absorbed who in the business. I have before me a copy of *Chilton's Automotive Directory*, dated April, 1919, the car manufacturer's bible (obtainable from most libraries), which lists about four pages of carburetor ads. It lists such names as Air Friction, Breeze, Duel, Duff, Ensign, about 60 names altogether. What became of them? Wish I knew. — Frank Mayer, Buffalo, N.Y.





# The Mayer Carburetor

**CONSTRUCTED FOR HIGH  
GRADE CARS ONLY**

**W**ATER jacketed in order that the mixture may be thoroughly vaporized even in the coldest weather.

There are adjustments for high, low, and intermediate speeds—no one of them interfering with the others.

The above enables us to get a perfect mixture for all speeds.

Its construction is such that it is very durable and easy to clean—almost dust-proof, and is, therefore, not apt to get out of order.

On account of its great simplicity, the adjustments are very simple and easily understood. There is nothing about the Carburetor which cannot be readily understood by a novice.

We have spent a great amount of time and money in adapting this Carburetor to the needs of each manufacturer, and are prepared to furnish special types for every car.

*We solicit correspondence*

**Mayer Carburetor Co., Buffalo, N.Y.**

*Here is what George Schuster says about it:*



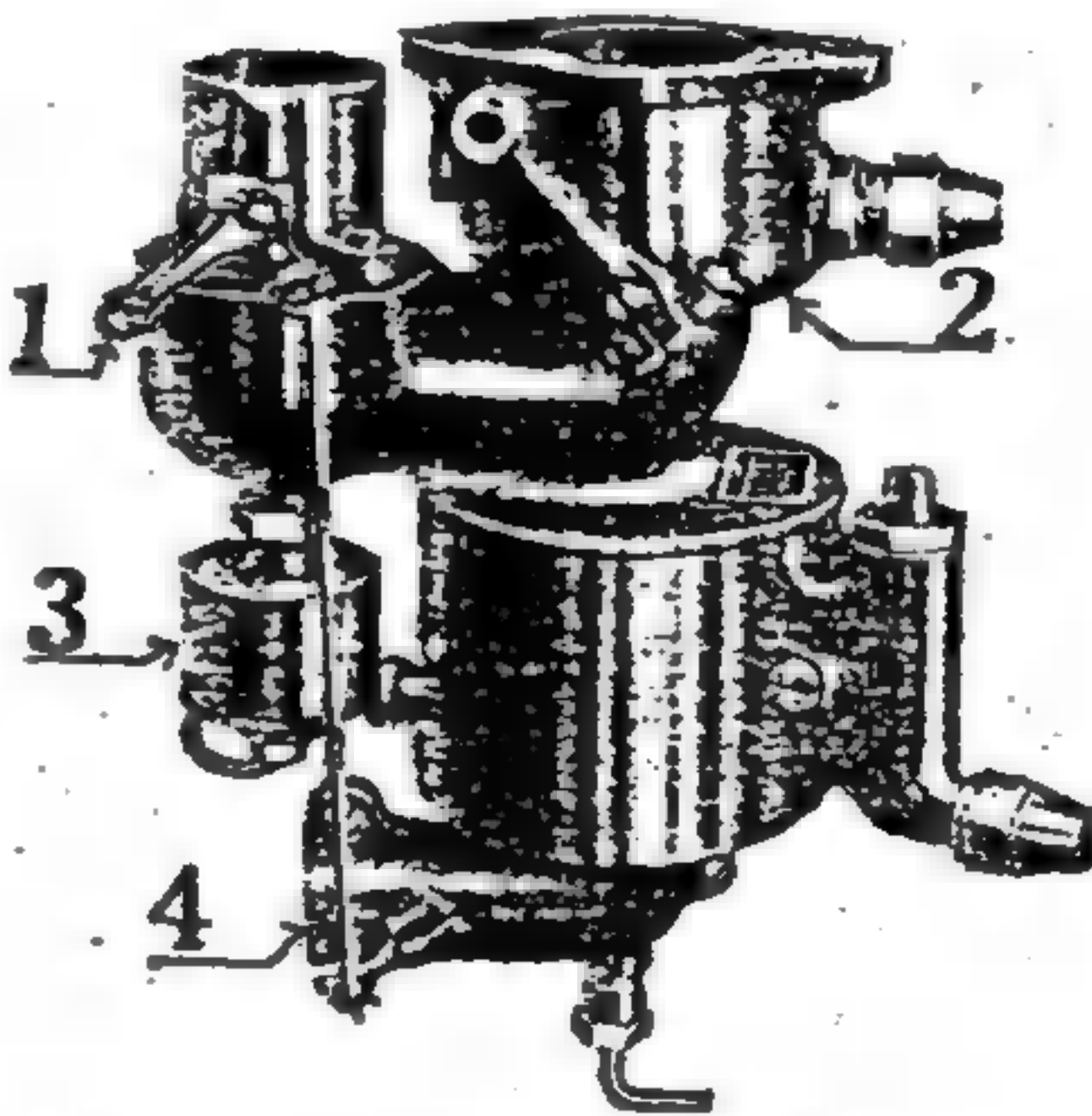
THE NEW YORK TO PHOENIX RACE  
MAY 1909  
The only machine that crossed the Atlantic Ocean in 1909.  
The only machine that crossed the Atlantic Ocean in 1909.  
The only machine that crossed the Atlantic Ocean in 1909.

*George Schuster*

**1909**

## Mayer Carburetor for 1912

Notice the four essential features on the Mayer 1912 not found on other carburetors.



1. Starting Valve to start your car in cold weather.
2. Hot Water Jacket to vaporize gasoline in cold weather.
3. Dash Pot Auxiliary Air Control to make your car accelerate and run smoothly.
4. Provision for Attaching Hot Air Tube leading to exhaust manifold.

*Send for Catalog.*

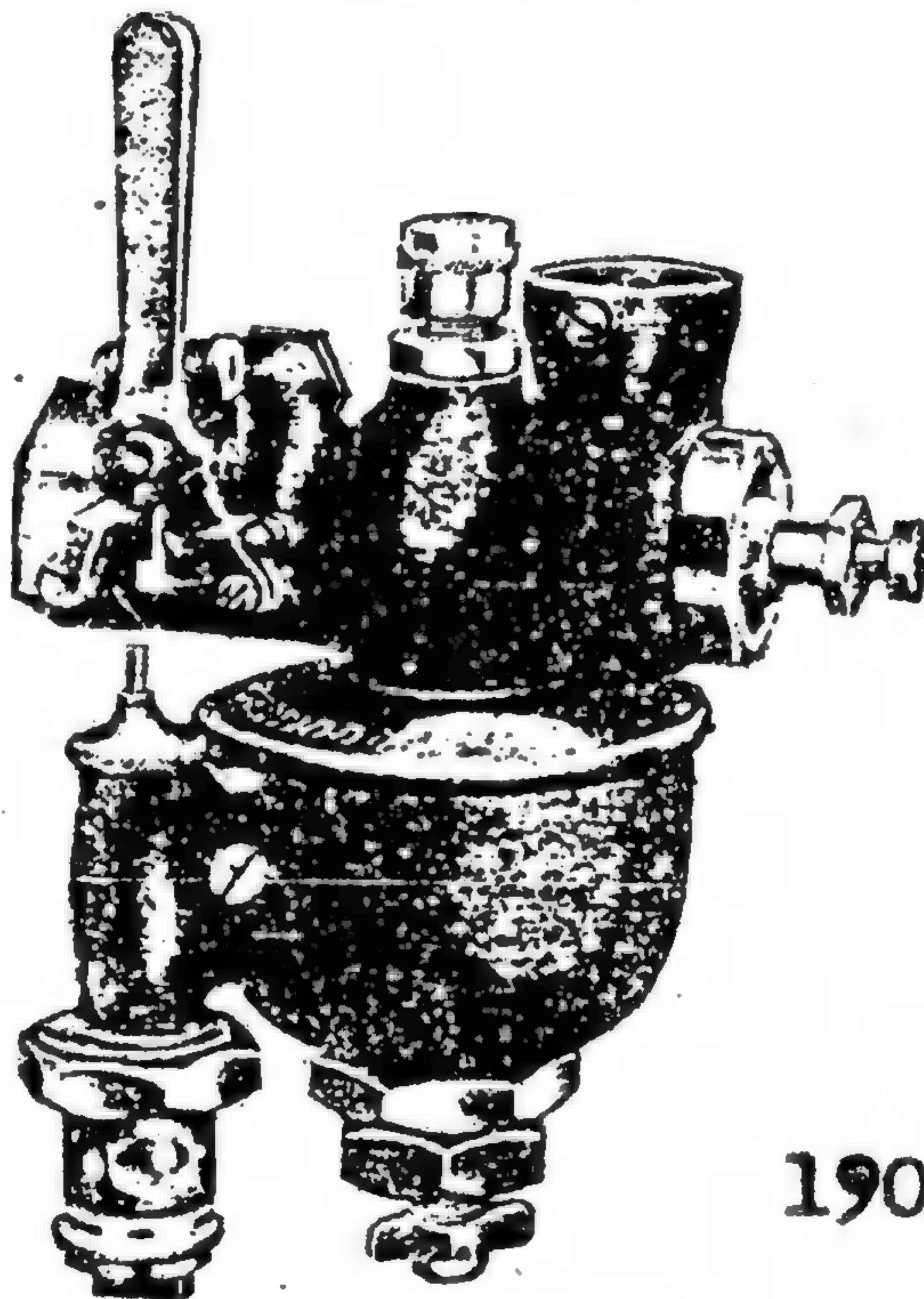
**MAYER CARBURETOR CO.**

2673 MAIN STREET : : : BUFFALO, N. Y.



# THE "SHERWOOD" CARBURETER

(NEW MODEL)

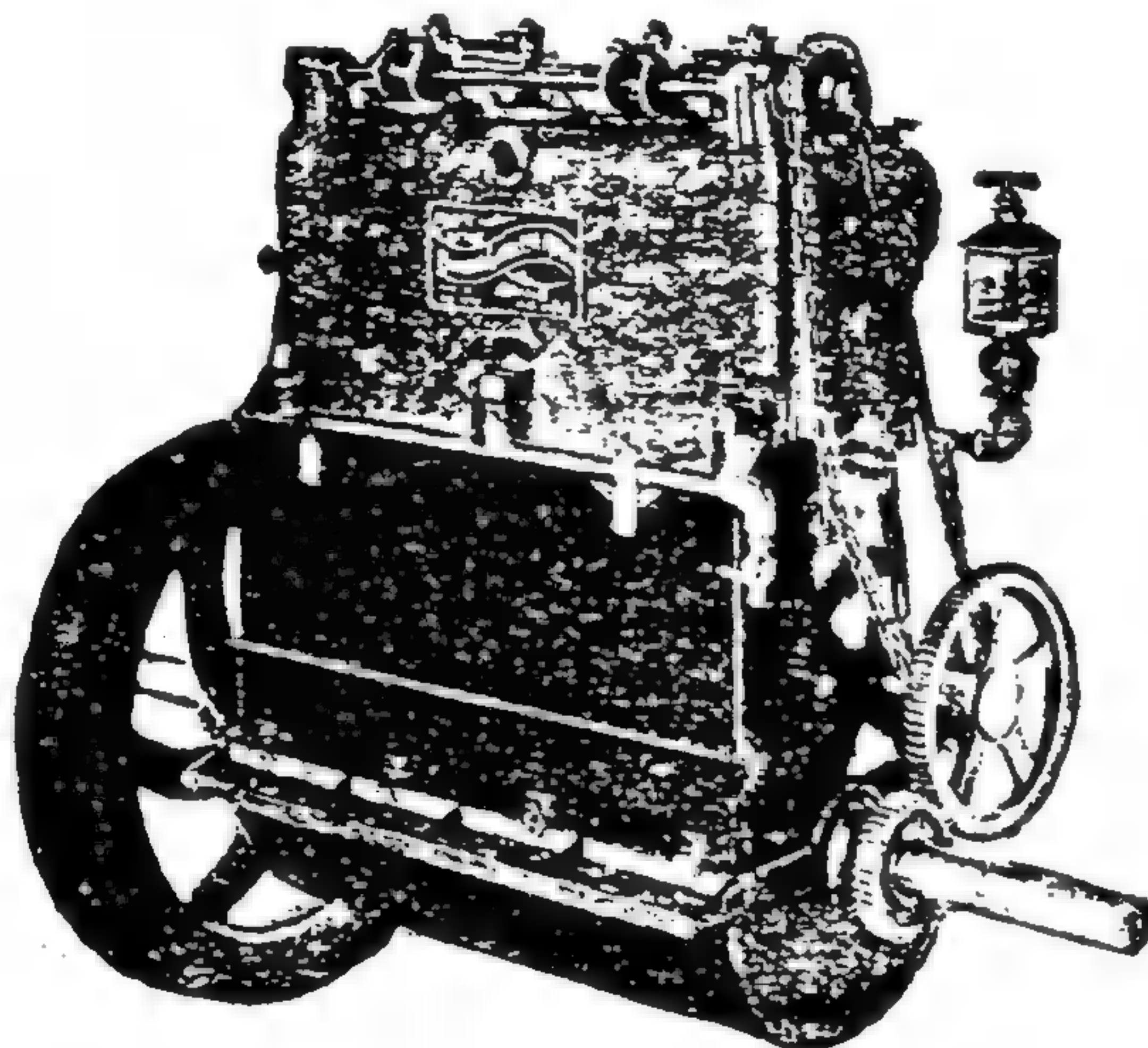


1908

Manufactured by Sherwood Mfg. Co., Buffalo, N. Y.

Manufacturers of Carbureters, Oil Pumps, Multiple  
Sight Feed Oilers, Oil Cups, Grease Cups, Brass and  
Aluminum Castings :: Write for Catalogue and prices



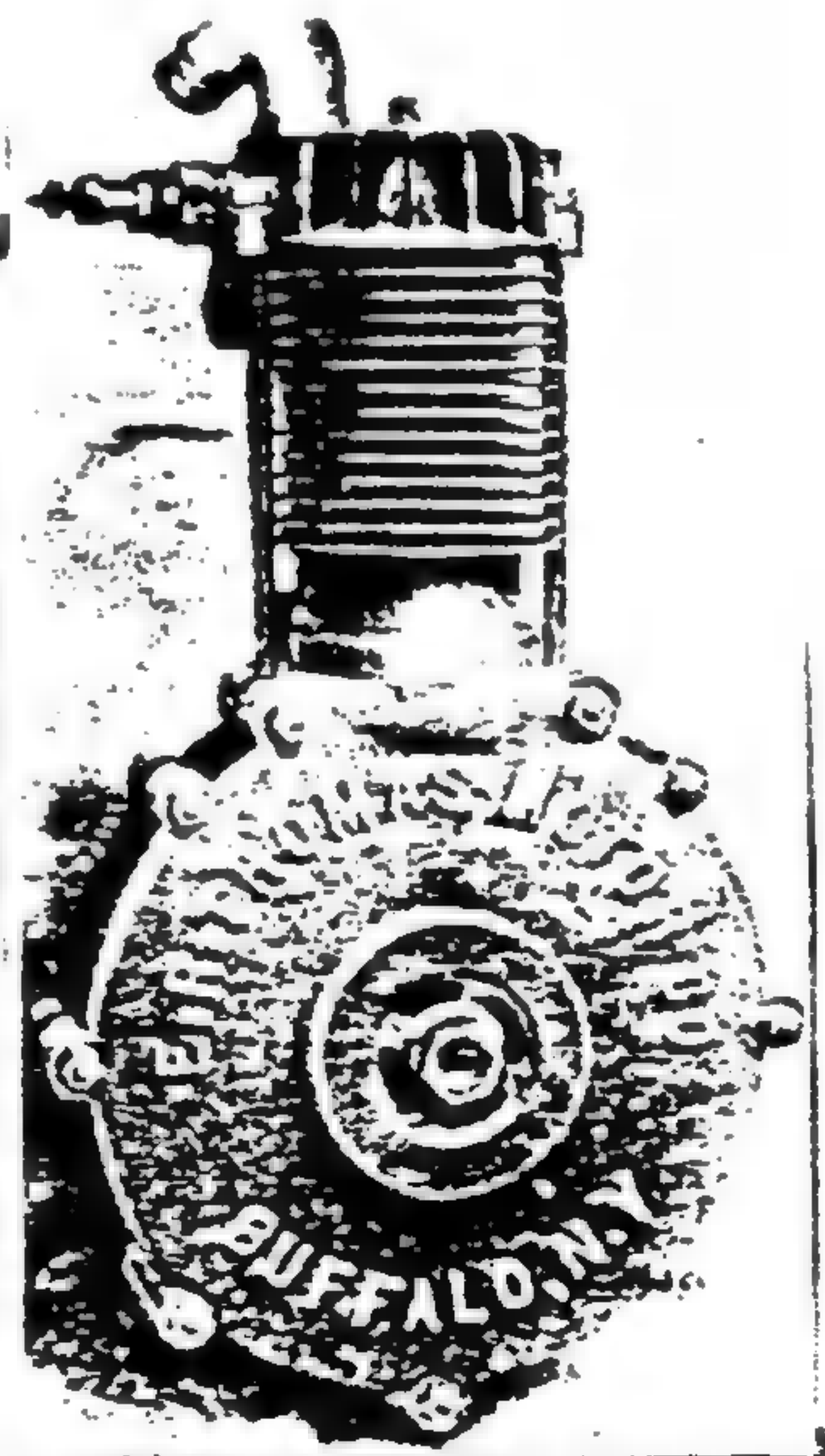


**FIG. 308.**—Four-Cylinder, 10 H. P. "Buffalo" Gasoline Engine for Motor Vehicle Use. The gearing of this motor renders it non-vibrating, as guaranteed, while, by the "shifting-spark" system of governing, the speed may be varied from 100 to 1,500 R. P. M. without changing the motion of the valves. This is an exceedingly flexible system of governing. The cylinder head is water-jacketed; the firing stroke in the four cylinders follows consecutively, thus securing perfect balance; the inlet valves are positively operated, thus enabling a wide range in adjusting fuel charge ratios. On account of the four-cylinder positive igniters, the engine is very easy to start.

## E.R. Thomas Motor Co. Buffalo, New York

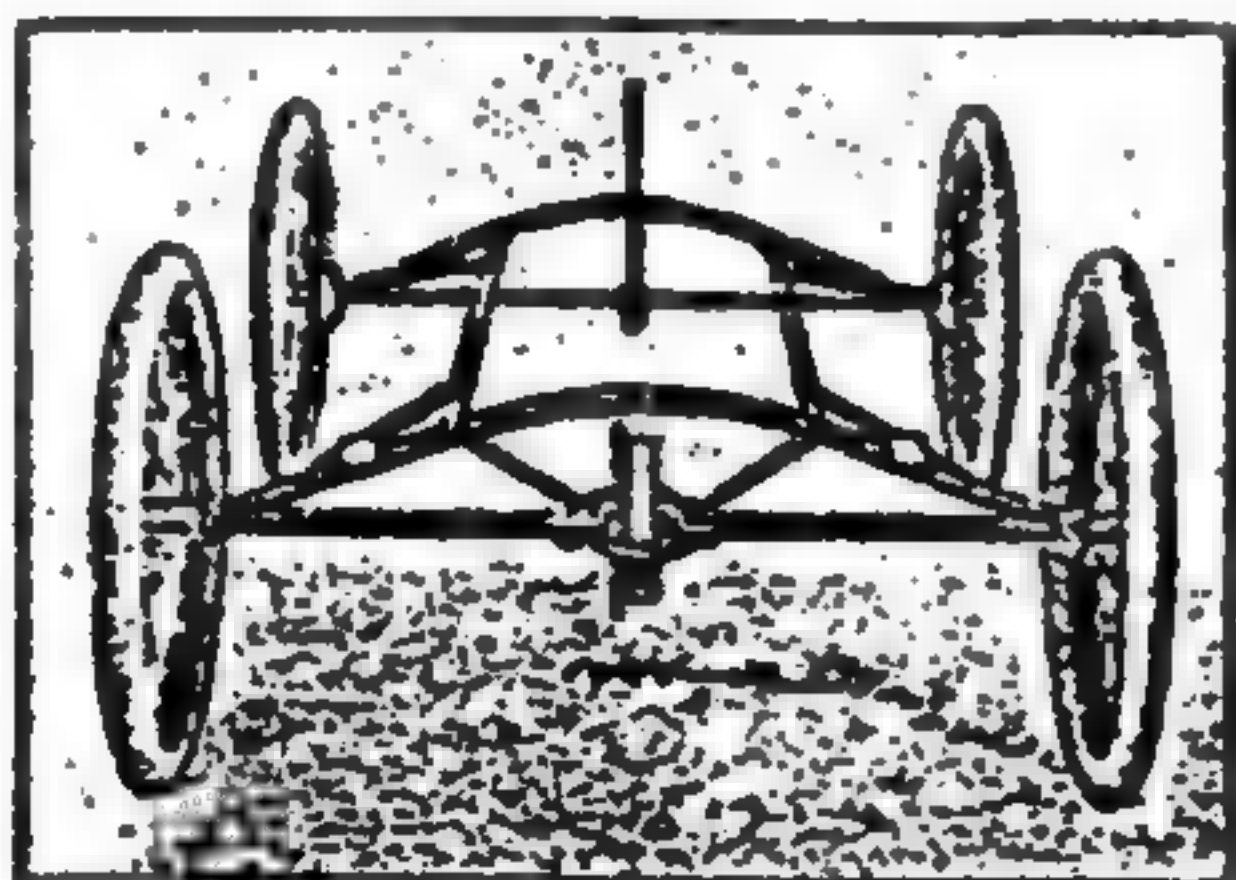
Edwin Ross Thomas (1850-1936) organized the E. R. Thomas Motor Company in 1900. Both Thomas and his company were quite successful, with Mr. Thomas becoming quite wealthy as a result of this and other business ventures. *Horseless Age* of March 19, 1902, carried this illustration of the Thomas 6 horsepower air cooled engine. Designed primarily for use in lightweight automobiles, it was probably relegated to a variety of jobs far away from the open road. Even though the company often appears in compilations of early engine builders, Thomas apparently never intended to build stationary engines, preferring to concentrate his efforts on the automotive field. In this he was eminently successful. His Thomas Flyer won the famous New York to Paris race in 1908, traveling across the United States to California, and from there to Siberia, and finally to Paris.

1902





# CONRAD PRODUCTS.



CONRAD WINNING GEAR.

## GEARS GEARS GEARS

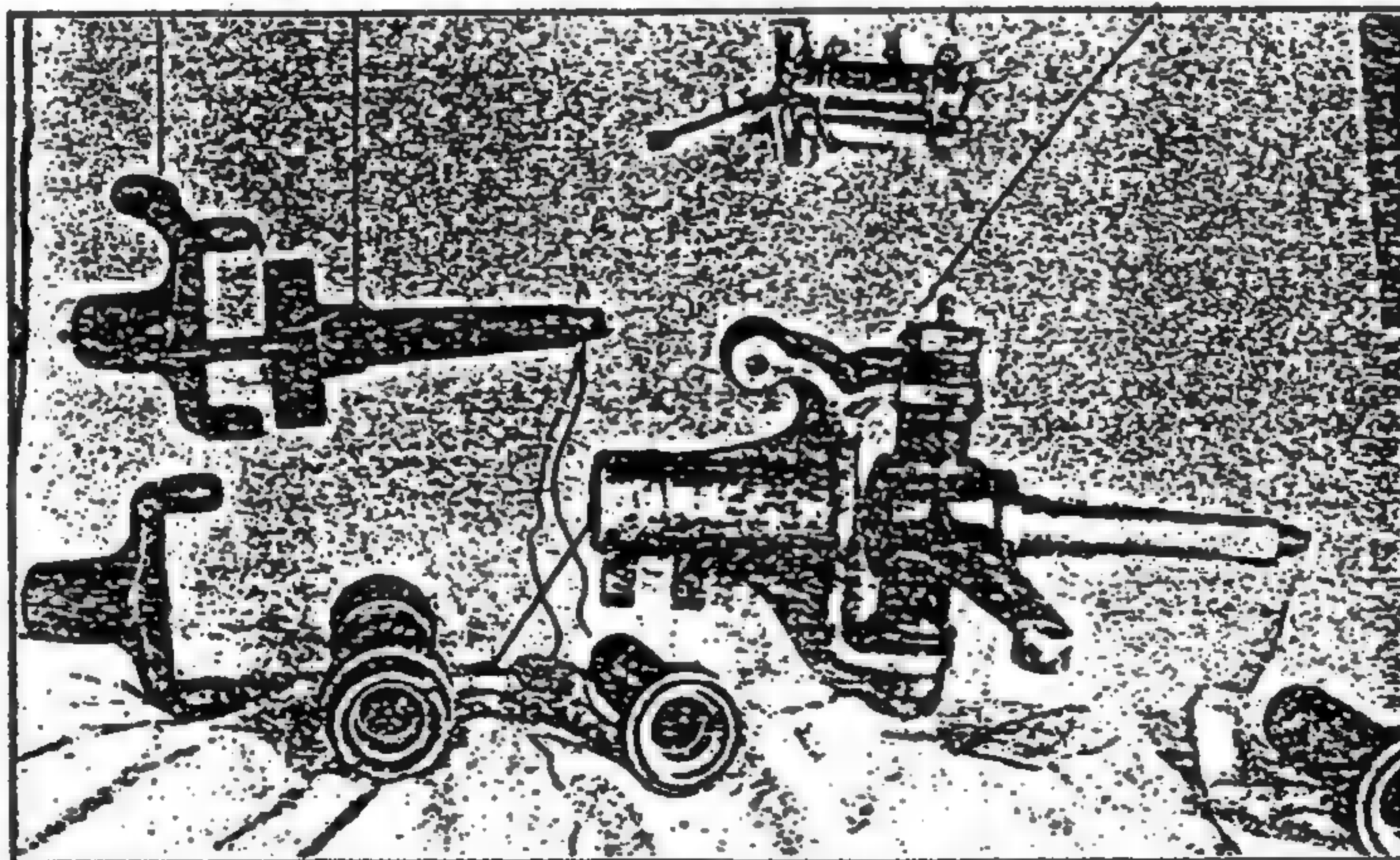
**WE** are prepared to furnish Gear Complete on Short Notice. Also Frame Fittings, rough and machined, and solicit quantity orders. Material and workmanship of the highest order.

Automobile Parts, such as Balls, Cases, Cones, Rear Axles, Differential Gears, and Steering Devices.

Steam Vehicles for Both  
Light and Heavy Work.



CONRAD STEAM DELIVERY WAGON.



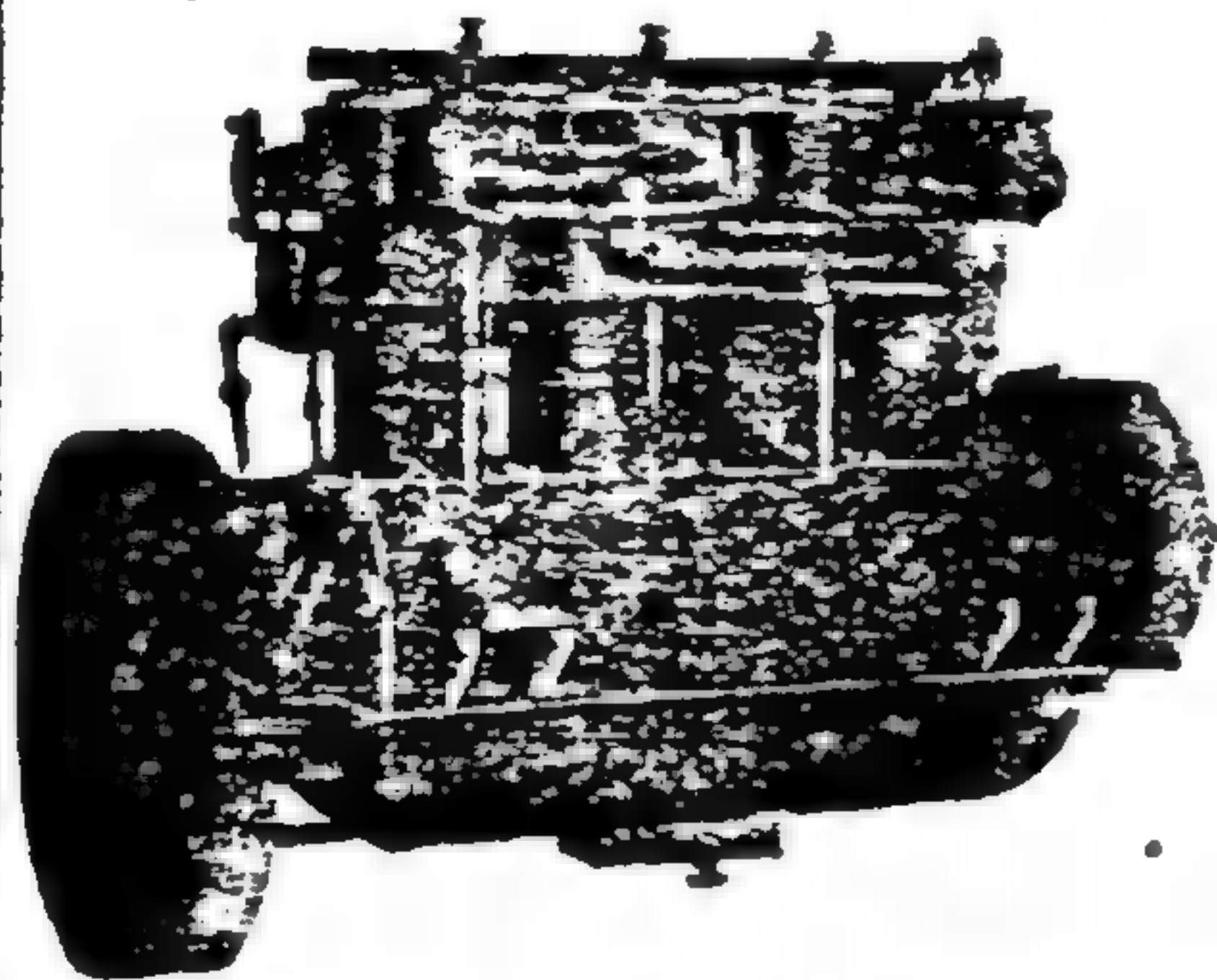
THE CONRAD LINE OF STEERING KNUCKLES.

Made in various sizes suitable to the Light Runabout or the Heavy Delivery Wagon.

THE CONRAD MOTOR CARRIAGE CO., Dewitt and Bradley Sts., Buffalo, N. Y.

1900





# Automobile and Truck MOTORS

16-18 H. P.  
24-30 H. P.  
45-55 H. P.

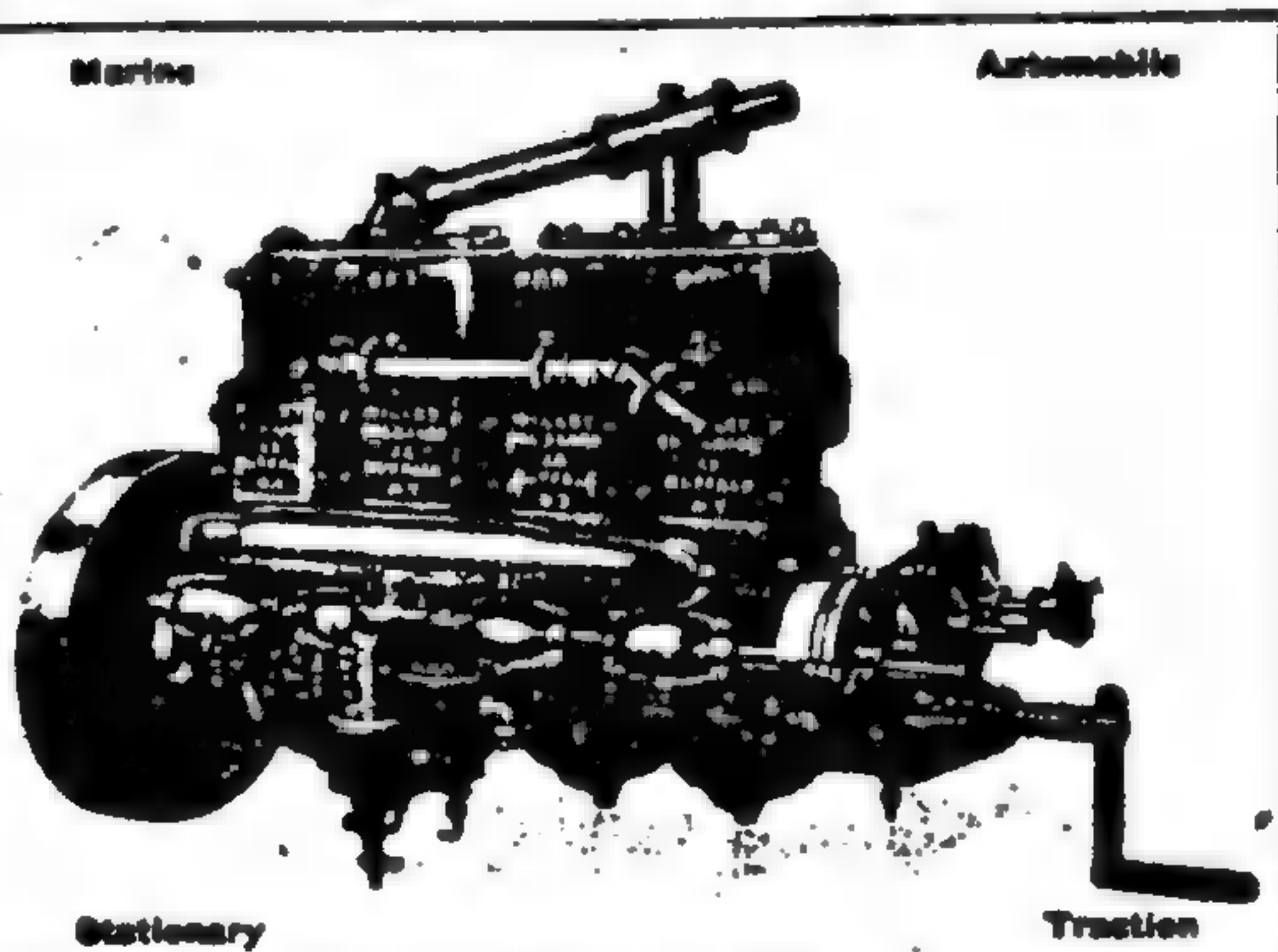
**HERSCHELL-SPILLMAN CO.**  
W. Tonawanda, N. Y.

1907

CYCLE AND AUTOMOBILE TRADE JOURNAL

## THE WILLET LONG STROKE 1912 TWO-CYCLE ENGINE

Cannot be equaled for Simplicity, Flexibility, Smooth Running and great Power Developed.



*There are few hills it cannot climb on high gear and at a pace yet to be equaled by any other make of Engine.*

Of constant torque or turning power and so constructed that if any part need replacing it can be done without taking the whole Engine apart. Every Engine is counterbalanced, consequently it is noiseless when running. The Patented Rotary Intake Valve makes it extremely flexible.

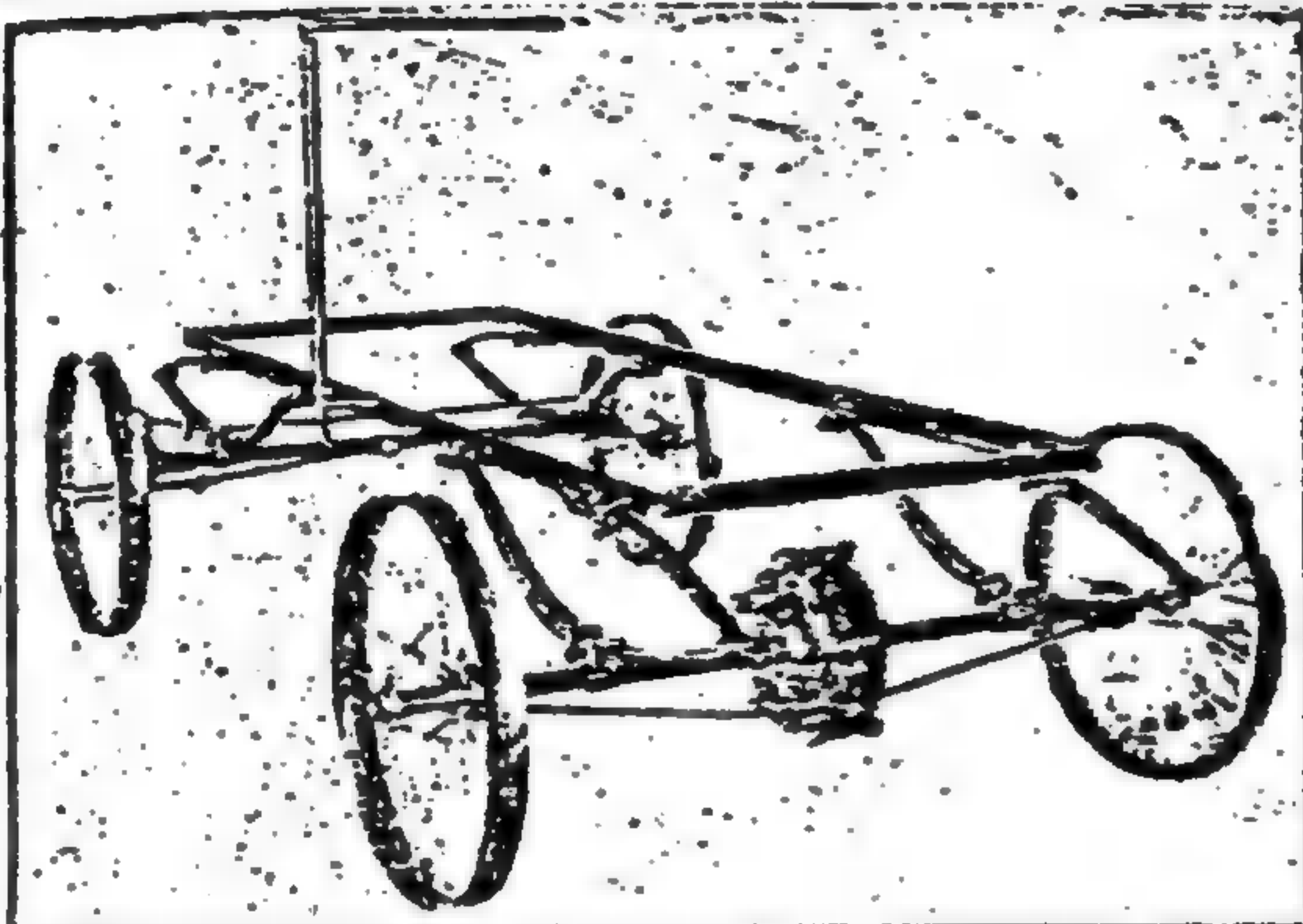
**THE BEST MATERIALS OBTAINABLE  
AND SKILLED LABOR USED IN  
ITS CONSTRUCTION.**

If you want to get away from the complications found in the four-cycle engine then try a Willet Two-Cycle.

Write for particulars.

**WILLET ENGINE AND CARBURETER COMPANY :: 766 ELLICOTT SQUARE  
BUFFALO, N. Y.**





## **"The No. 5 Running Gear"** **MADE TO USE**

Does the Work **EVERY TIME**.  
Can make immediate shipment from  
stock of standard sizes.  
Ball-Bearing Frictionless Steering.  
Artillery Wood or extra heavy Wire  
Wheels.  
Wheel or Lever Steering.  
Ball or Roller Bearing.  
Also Gas and Steam Engines suitable  
for Automobiles and Launches.

**The Shaeffer-Bramley Co.**  
**LOCKPORT, N. Y.**

**1903**

## **Automobile Parts Made**

**Transmission and Differential  
Gears, Pistons, Rings, Cranks,  
Axles, Bushings.** :: :: ::

**CYLINDERS REBORED**

**1913**

**TIMMINS & BUTLER**

**286-288 Ellicott Street**

**FEDERAL PHONE 18724**

**BUFFALO, N. Y.**





**Gears, Transmissions, Clutches**  
**Control Sets**

**23 years experience as Gear Specialists**  
**Transmission Builders—Producing**  
**Dependable Equipment for Motor**  
**Trucks, Buses and Passenger Cars.**

**Motor Boat Reverse Gears**

**Efficient Design, Exacting Workmanship**

**Quality Materials**

**Ample Factors of Safety Throughout**



**COVERT GEAR and MANUFACTURING**  
**CORPORATION**

**Factory and Office**  
**LOCKPORT, NEW YORK**

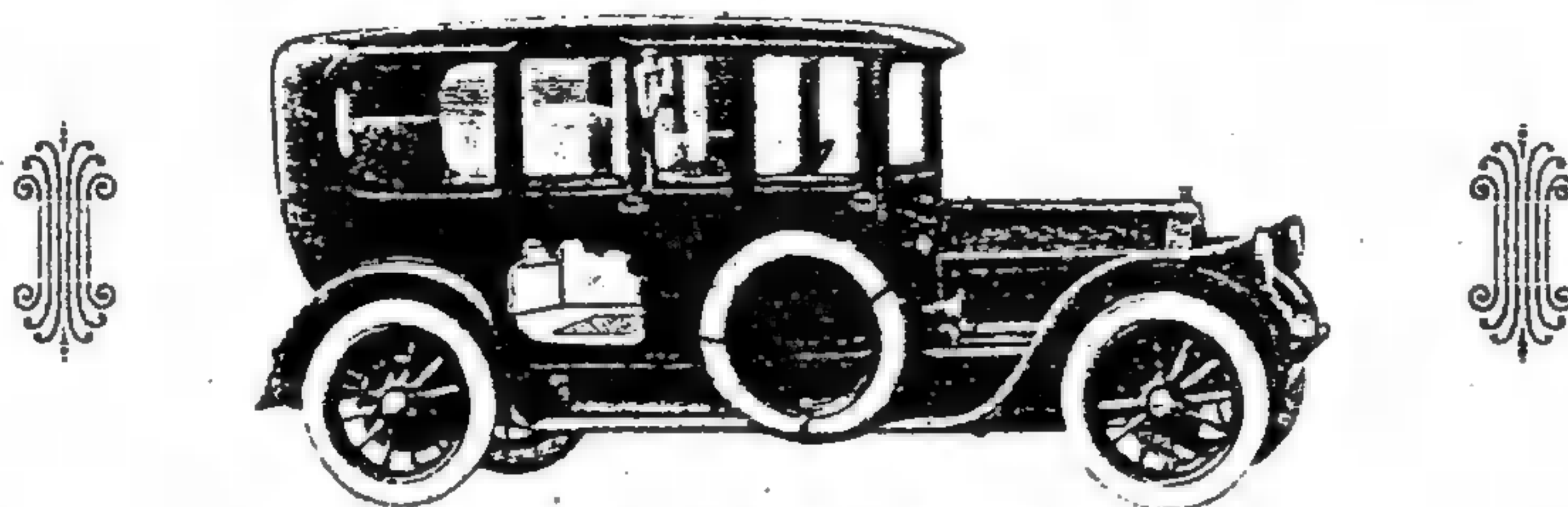
**1927**

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# You are Paying for Heat--Why Throw it Away?

Railway cars are heated with the exhaust steam from the engine. Your Automobile can be heated by the exhaust gas from the motor. :: ::



AS APPLIED TO A 1915 PIERCE-ARROW

## THE AMERICAN AUTO HEATER

in the coldest weather will make a closed car as warm as a steam heated room, and in a touring car it will keep your feet and legs warm.

No odor, dust or noise.

Turned on and off from driver's seat.

Made of aluminum, handsome in appearance, weighs only 15 pounds—easily and quickly attached.

Saves its cost in fuel, and reduces back pressure.

Acts as a cut-out without the noise.

Standard equipment in many new high grade cars.

Nothing to wear out.

1914

### BRUNN'S CARRIAGE MANUFACTORY

BUFFALO, N. Y.

Automobiles

Main and Summer Sts.

December 8, 1914.

Housel Sales Co., Inc., Buffalo, N. Y.

Gentlemen:—Your letter of Dec. 7th, requesting me to advise you relative to the merits of the American Auto Heater received.

Would state that we have been installing these Heaters since 1908 and have never heard of a single complaint.

Before using these Heaters we examined them very critically in every way, as we had unsatisfactory experience with several other makes and we are frank to admit that this is the best device which has come under our observation. There is no rattle, no odor, no dust and no obstruction to the exhaust.

We shall continue to install them in preference to any other.

Yours very truly,

BRUNN'S CARRIAGE MANUFACTORY,

Henry Brunn.

OUR SALESMAN WILL CALL AT YOUR CONVENIENCE. WRITE OR PHONE SENECA 3000—FEDERAL 24556.

**HOUSEL SALES CO., Inc. 41 Coal & Iron Exchange Bldg.**

"MADE IN BUFFALO"

**BUFFALO**

"HERE QUALITY DOMINATES"



# SAVE THIS HEAT DON'T WASTE IT

*Drive in Comfort This Winter*

There's enough heat in the exhaust of your engine to keep your car at a comfortable temperature in the coldest weather. The Buffalo Auto Heater makes that heat work for you.



## THE BUFFALO AUTO HEATER

Made in Buffalo, is a compact, efficient device of cast Aluminum. Weighs only seven pounds. Never in the way—never needs attention. Sanitary. Nothing to collect or hold dirt. Polished aluminum surface—is always bright. Can't rust or tarnish. Never needs cleaning. When you want the heat supply turn the foot lever. On warm days shut it off entirely. It's absolutely safe. Increases the efficiency of your engine. Makes winter driving a pleasure. Equally practical for opened or closed cars.

## GET YOUR HEATER TODAY

Size 24-in. Price, \$20—18-in. size, \$18, complete. Also made in 14-in. size for taxicabs and motor trucks. Drop in to-day for a demonstration or write.

On sale by accessory stores and garages. Heaters can be installed in your own garage or while you wait.

**Schnell Bronze Bearing Co., Inc.**

MANUFACTURERS

145 Chandler Street

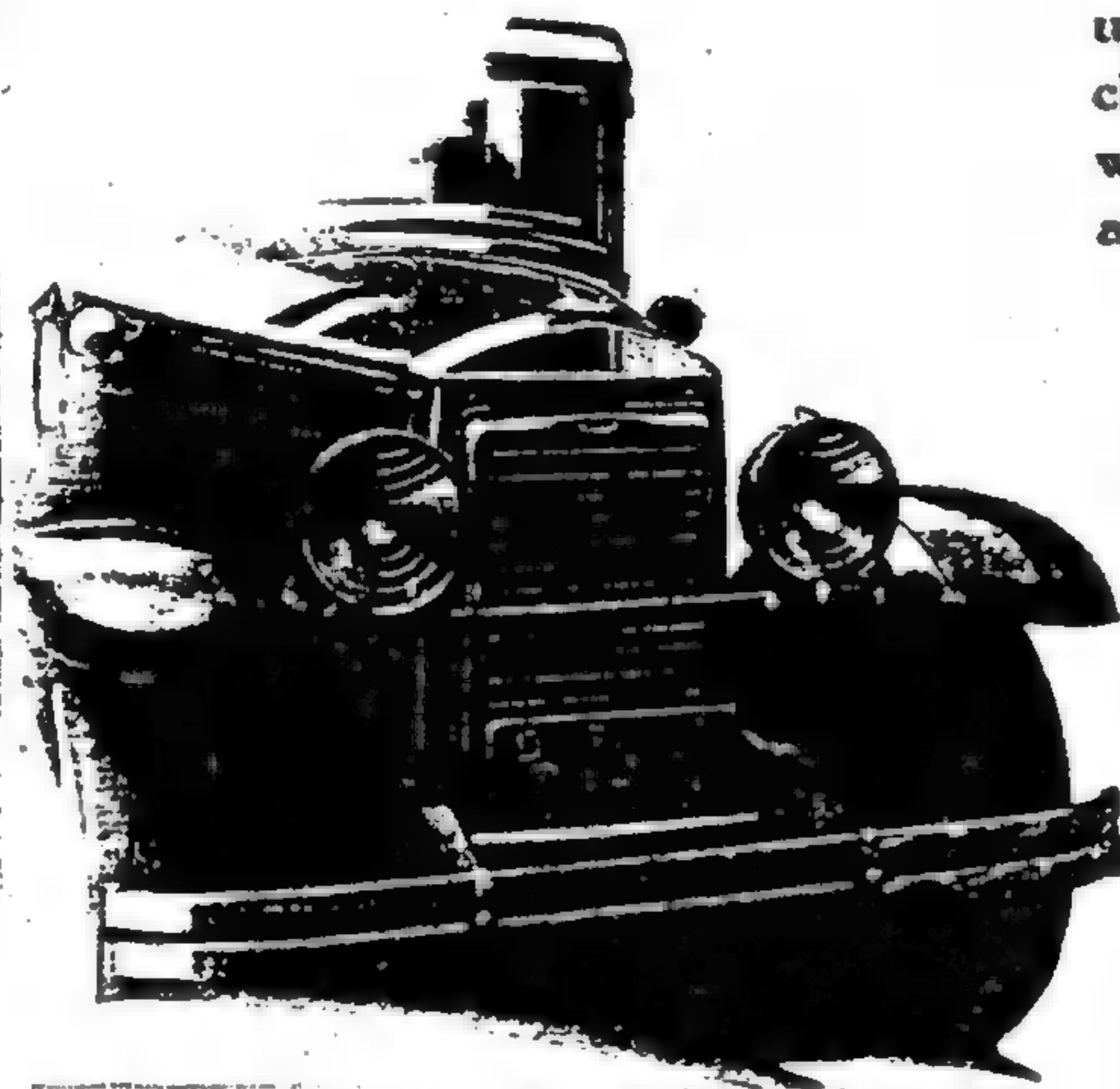
1920s

Buffalo, N. Y.



# Your Car can't work with "Fever" or "Chills"

WHEN your engine is chilled by cold winter winds or when it freezes up and boils and steams, its real efficiency is gone. These are the times when the oil is sluggish, gas is wasted and your battery is strained to its limit.



## IRVING

### RADIATOR SHUTTERS

eliminate all these ills. They are sturdily built, handsomely finished, hand controlled, the *Irving* will give you years of satisfactory service and freedom from the worries that ~~nuisance~~ every motorist in cold weather. . . . .

Prices \$4.75 to \$12.50

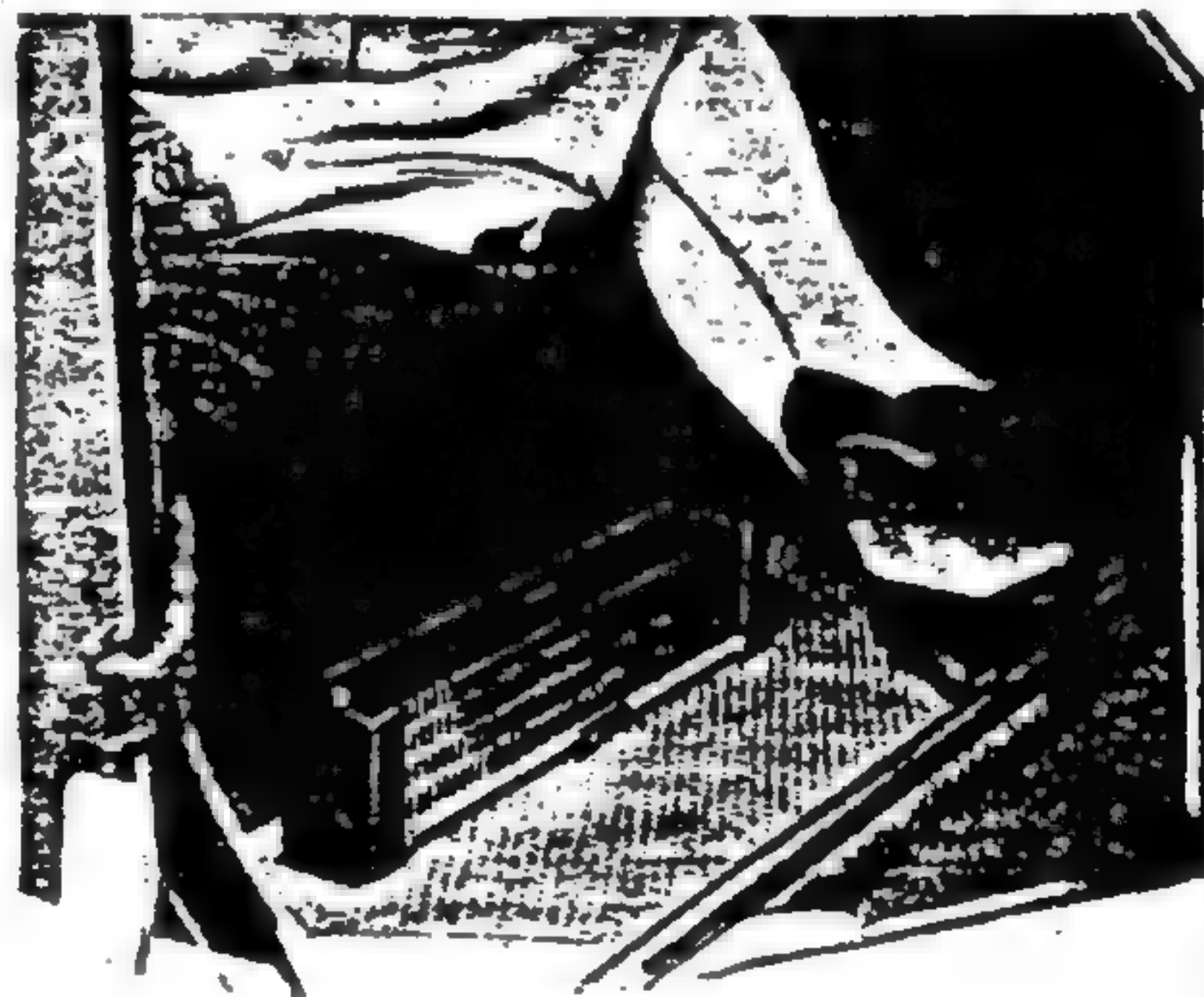
## IRVING

### HOT WATER HEATERS

give the comfort of modern home heating in motor cars with absolute safety. Cannot burn or scorch. Eliminates the irritating dry metallic heat and dangerous gas fumes experienced with other types of heaters. . . . .

#### HEATER PRICES

Front Heater, Complete . . . \$19.50  
Rear Heater, Complete . . . \$24.50  
Two sizes,



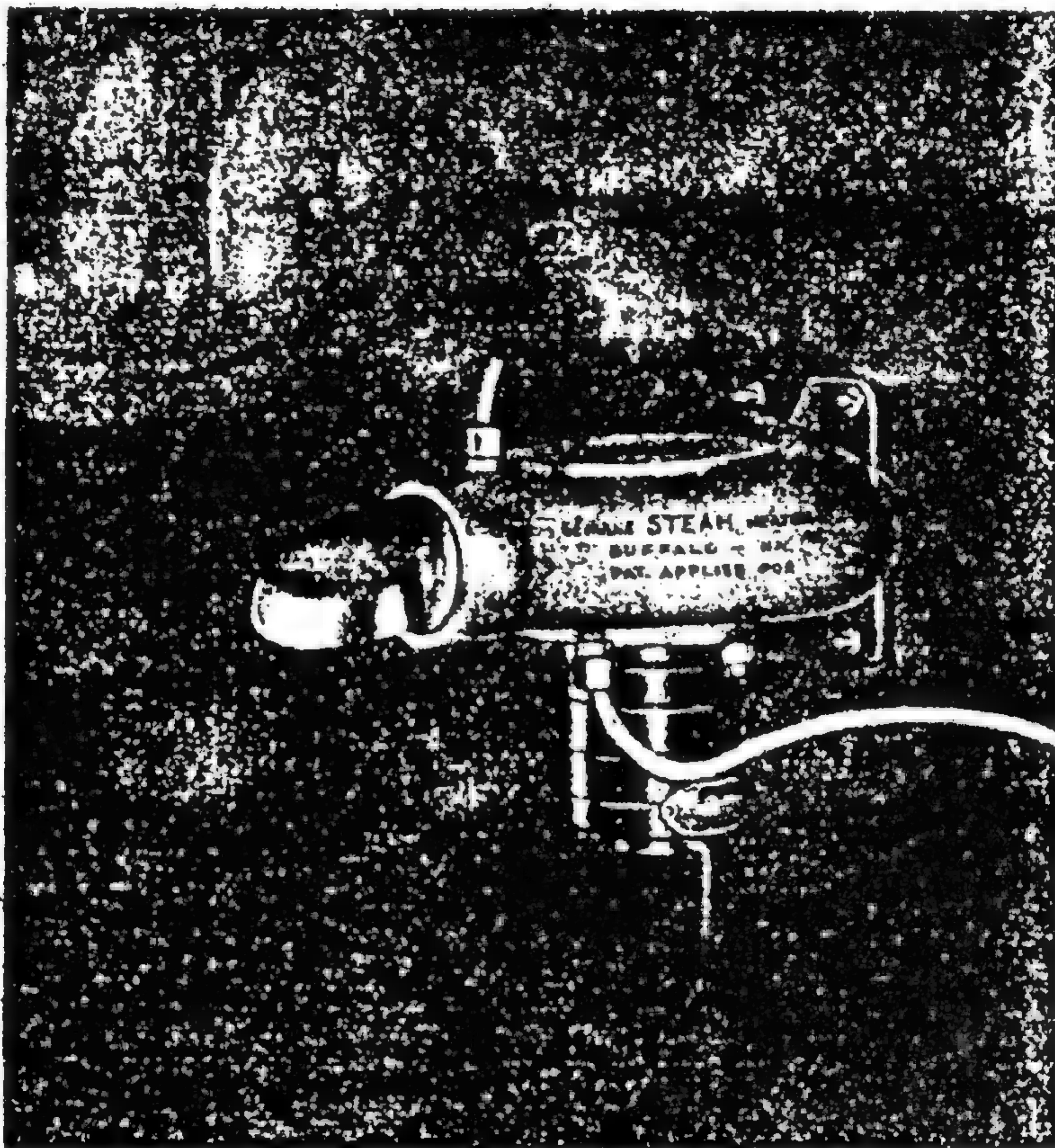
1928

IRVING ENGINEERING CO., Inc.

74-80 Jewett Avenue,

BUFFALO, N. Y.





## A Steam Heater For Your Car !

Price \$15.00

One Model Fits All Makes of Cars

*Ask Your Dealer or Garage Man*

Manufactured in Buffalo by

**GENUINE MANUFACTURING CO., Inc.**

Phone JEF. 4012

862 BROADWAY

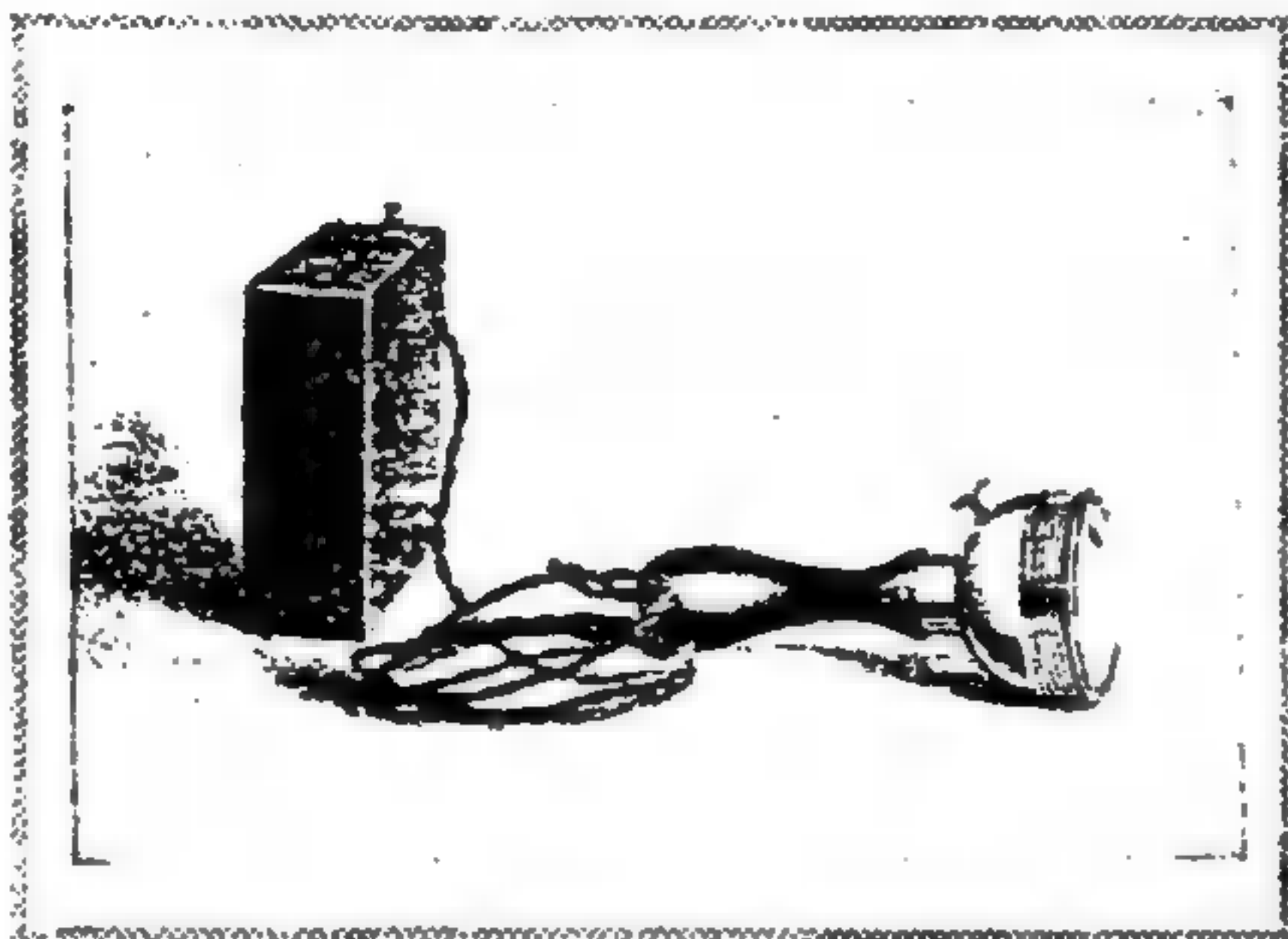
BUFFALO, N. Y.

1931



# ATTENTION—Automobile Owner

LOOK AT THE BEST TROUBLE LAMP  
EVER PUT ON THE MARKET



THE LONGEST LIFE AND MOST ECONOMICAL BATTERY FLASHLIGHT EVER MADE. A REAL, POWERFUL PROJECTING LIGHT. BATTERY LASTS A YEAR AND FITS EASILY INTO COAT POCKET. :: :: ::

Outfit Complete, \$3.75  
NEW BATTERIES, \$1.50

**BARNARD BROTHERS**

White Building

1914

BUFFALO, N. Y.

## THE BUMPERLITE

*Essential for Night Driving*

You can drive at night with a new sense of relaxation and comfort if your car is equipped with BUMPERLITE.

It is an attractive, substantial bumper containing roadlights, protected against breakage and so constructed as to throw a clear, bright, non-glaring light which completely illuminates the road and protects you as well as the approaching driver.

**For Free Demonstration**

Phone Jefferson 2970

*For Sale in Buffalo at*

STATLER GARAGE      Delaware at Mohawk  
JAMES G. BARCLAY, Inc.,      Main at Goodell

*Manufactured by*

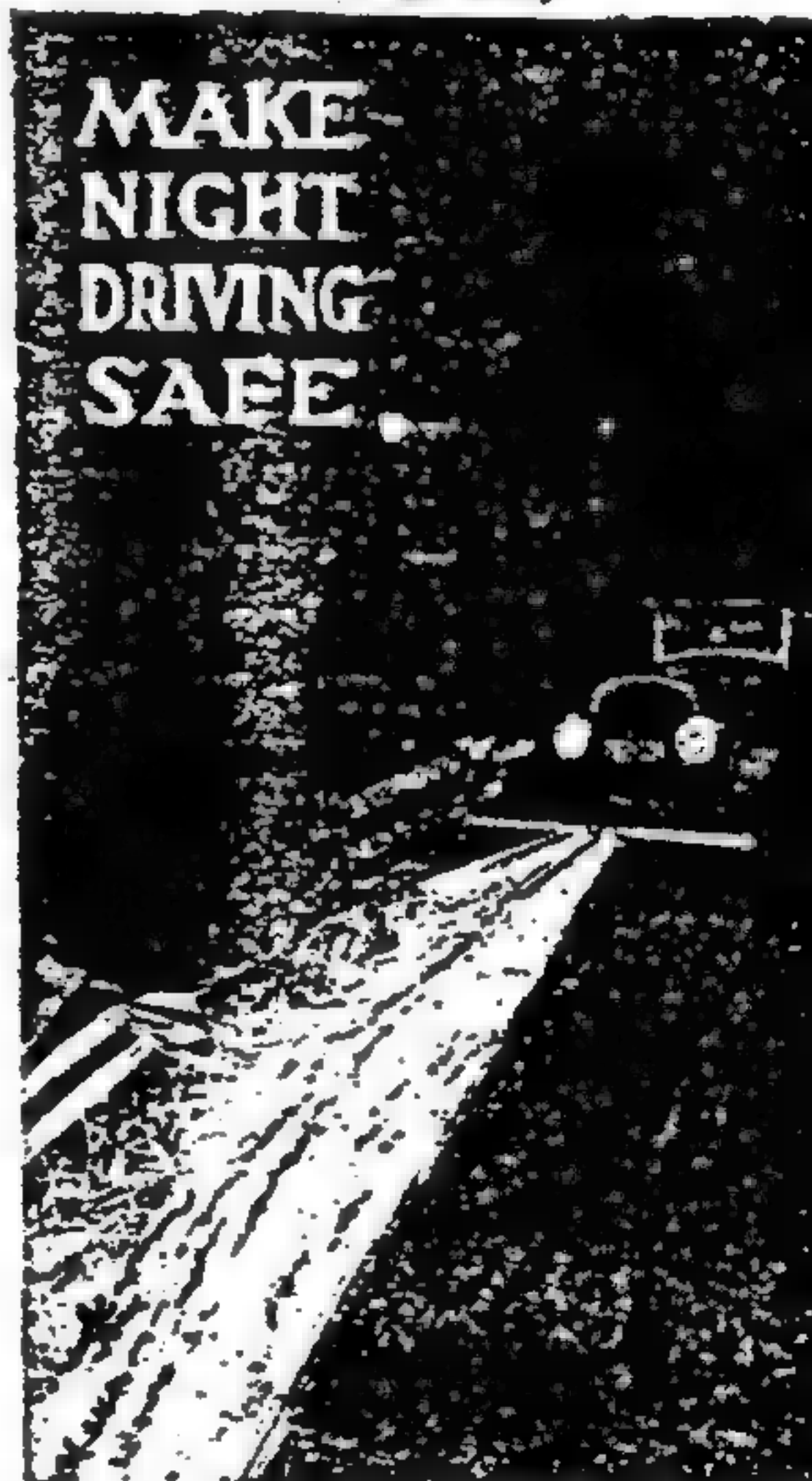
**BUFFALO AUTO BUMPER CO.**

642-648 Clinton St.

Buffalo, New York

1924

**MAKE  
NIGHT  
DRIVING  
SAFE.**





# LAMPS



1913

PHONE  
Seneca 3865-R

MANUFACTURED *and* REPAIRED  
*Also* PLATING *and* ENAMELING

ELECTRIC LAMPS A SPECIALTY

BUFFALO LAMP COMPANY

106-110 Broadway, Corner Elm Street

THE BUFFALO MOTORIST

1909

3

## BE UP-TO-DATE ...

CONVERT YOUR OIL LAMPS INTO ELECTRIC  
AT SMALL COST AND LABOR.

This is the only attachment that does not require removal of the kerosene, wick and burner.

With this attachment the burner is not disturbed, and oil can be used at any time, should your electric current give out. Can be used on your gas lamps as well.

We also have something new in the way of a lighting battery—6 volt, 150 ampere hours. Does away with gas tank or generator, and gives you same lighting capacity—merely by turning switch.

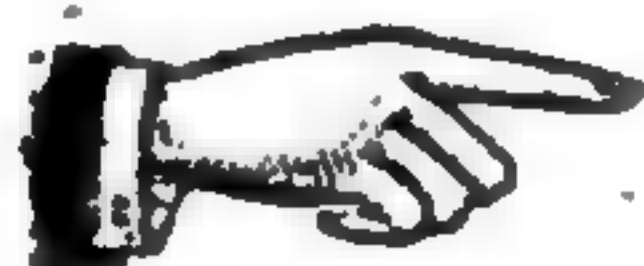
COME IN AND HAVE SAME DEMONSTRATED.

CENTAUR MOTOR COMPANY,

53-61 FRANKLIN STREET.

Both Phones.

EVERYTHING FOR A MOTOR CAR AND AT THE RIGHT PRICE.



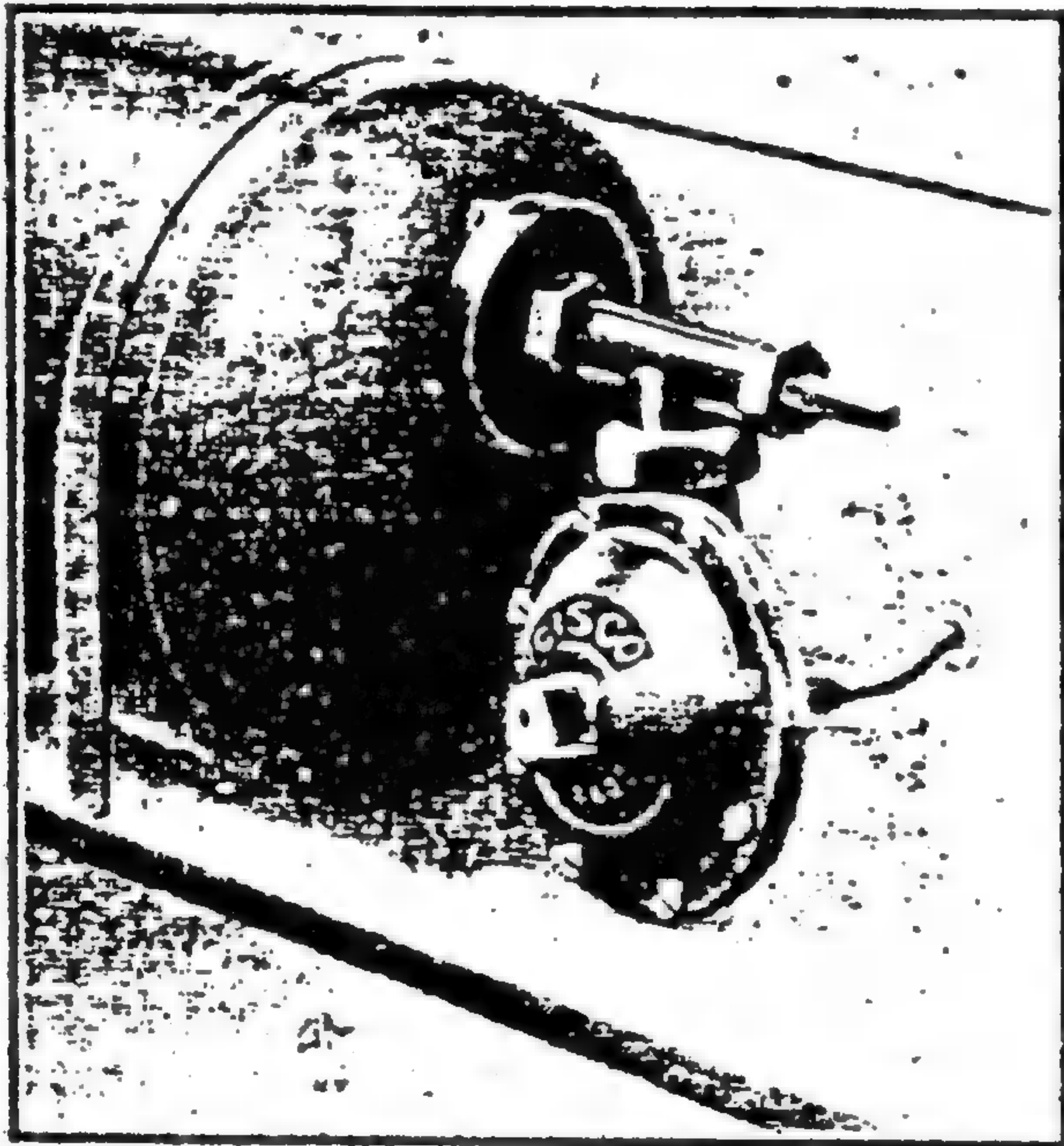
Garage Service Day and Night.





# *The* **CISCO GAS REGULATOR**

Price, \$3.50 the World Over



Auto owners  
are spending  
more  
than they  
need to

Will save  
you at  
least \$15.00  
per year

Telephones—  
Bell, Tupper 66  
Frontier 1750

Reduces your acetylene gas bill 50 per cent. and makes your  
lighting system 100 per cent. efficient.

For further information, write

**1912**

**GEORGE W. RILEY**

615 Main Street

Buffalo, N. Y.

District Manager CISCO AUTOMATIC REGULATOR



**"LET YOUR LIGHT SHINE BRIGHT"**

But not into the eyes of opposing motorists

The City Ordinance prohibits the use of  
dazzling headlights



The Osgood Deflector Lens  
Pat. May 5, 1914

## The Osgood Deflector Lens

Eliminates the glare from your  
headlights without detracting  
from their usefulness

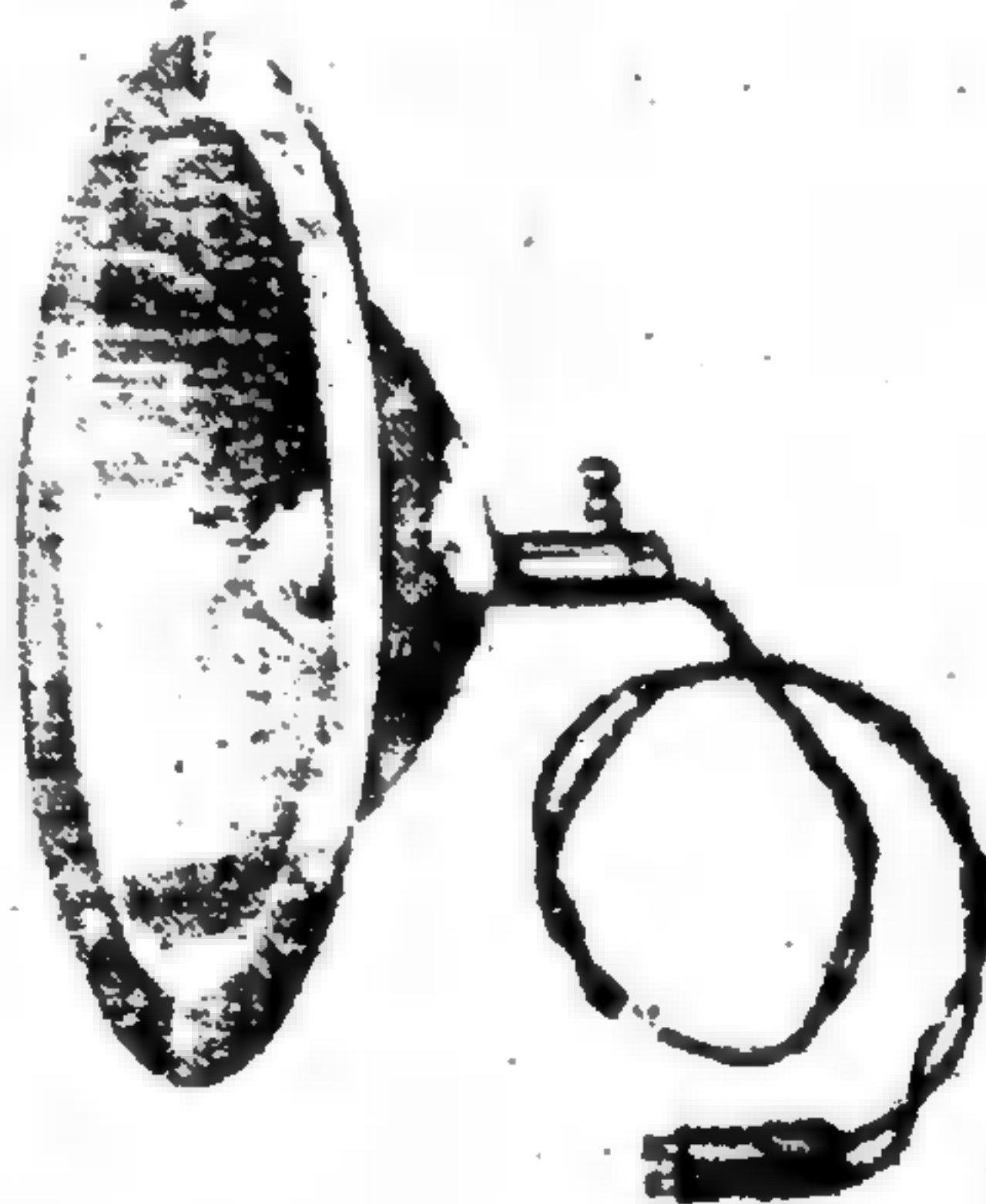
Simple, Effective and Inexpensive  
Fits all kinds and sizes



PROMPT ATTENTION  
GIVEN TO REPAIRS

AND

REPLATING REFLEC-  
TORS OF ALL  
CLASSES



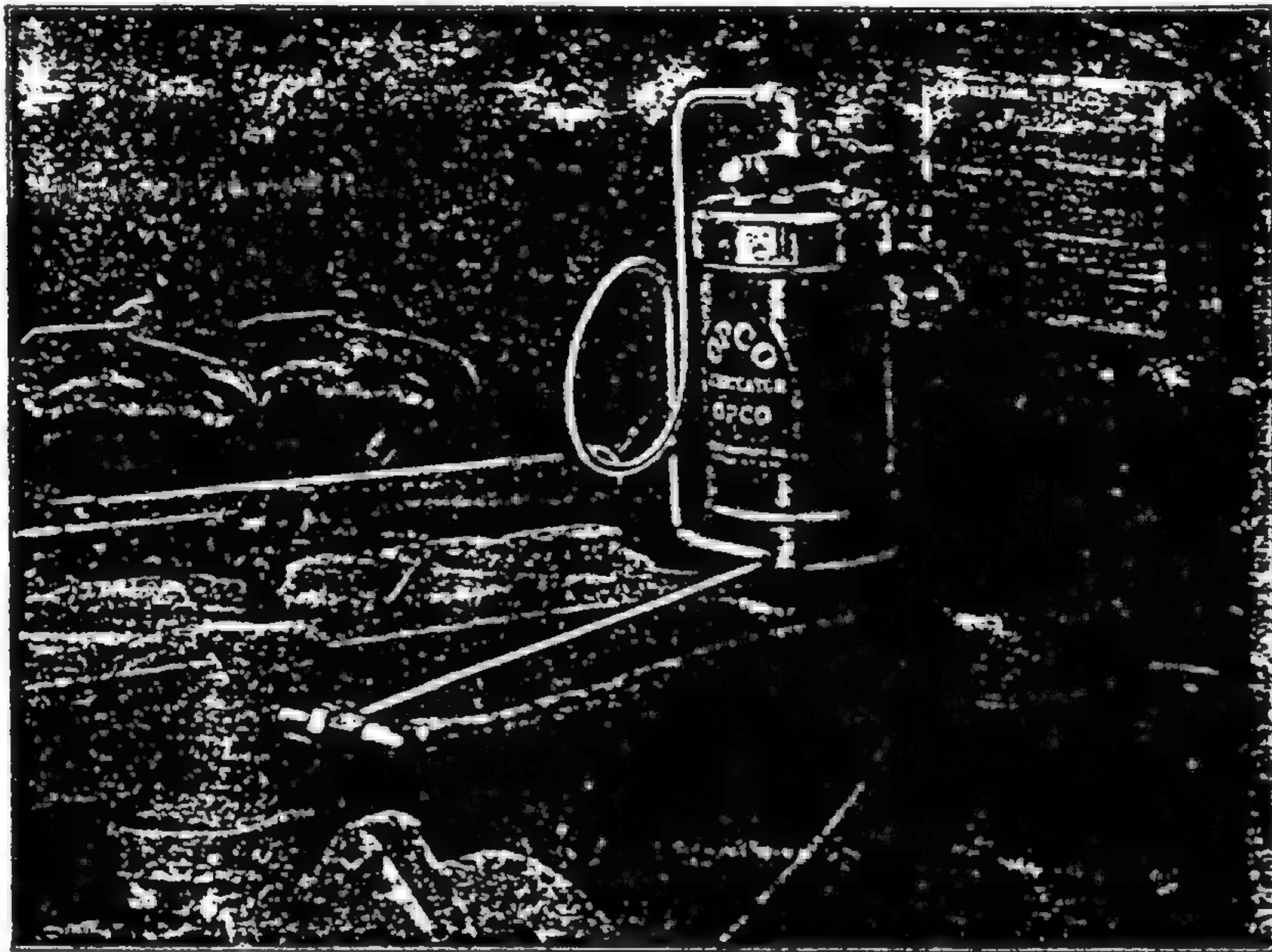
**UNITED STATES HEADLIGHT CO.**

Dart & Letchworth Sts., Buffalo, N. Y.

BELL PHONE—NORTH 638

1916





## ***Perfect Motor Performance***

The necessity for upper-cylinder lubrication is widely recognized and has claimed the attention of a number of automobile manufacturers—The following is a paragraph from a recent Franklin Service Bulletin:—

"We have had repeated requests to recommend an oil that would be suitable for top cylinder lubrication. Franklin-Opco oil has proved to be the most satisfactory for this purpose and the new Franklin-Opco Oiler the most acceptable device to supply the lubricant."

Your own car, no matter what the make, will deliver better service after you have had an Opco Lubricator installed—smoother, quieter and more economical service. Only thru actual experience can one appreciate the improvement which Opco effects.

Have an Opco Lubricator installed by your own mechanic—The complete unit including a quart of Opco ~~oil~~ at only \$5.00. For further information call Delaware 1278.

OPCO COMPANY, INC.  
1894 Niagara Street

**OPCO**  
**THE INDESTRUCTIBLE**  
**UPPER**  
**CYLINDER LUBRICANT**

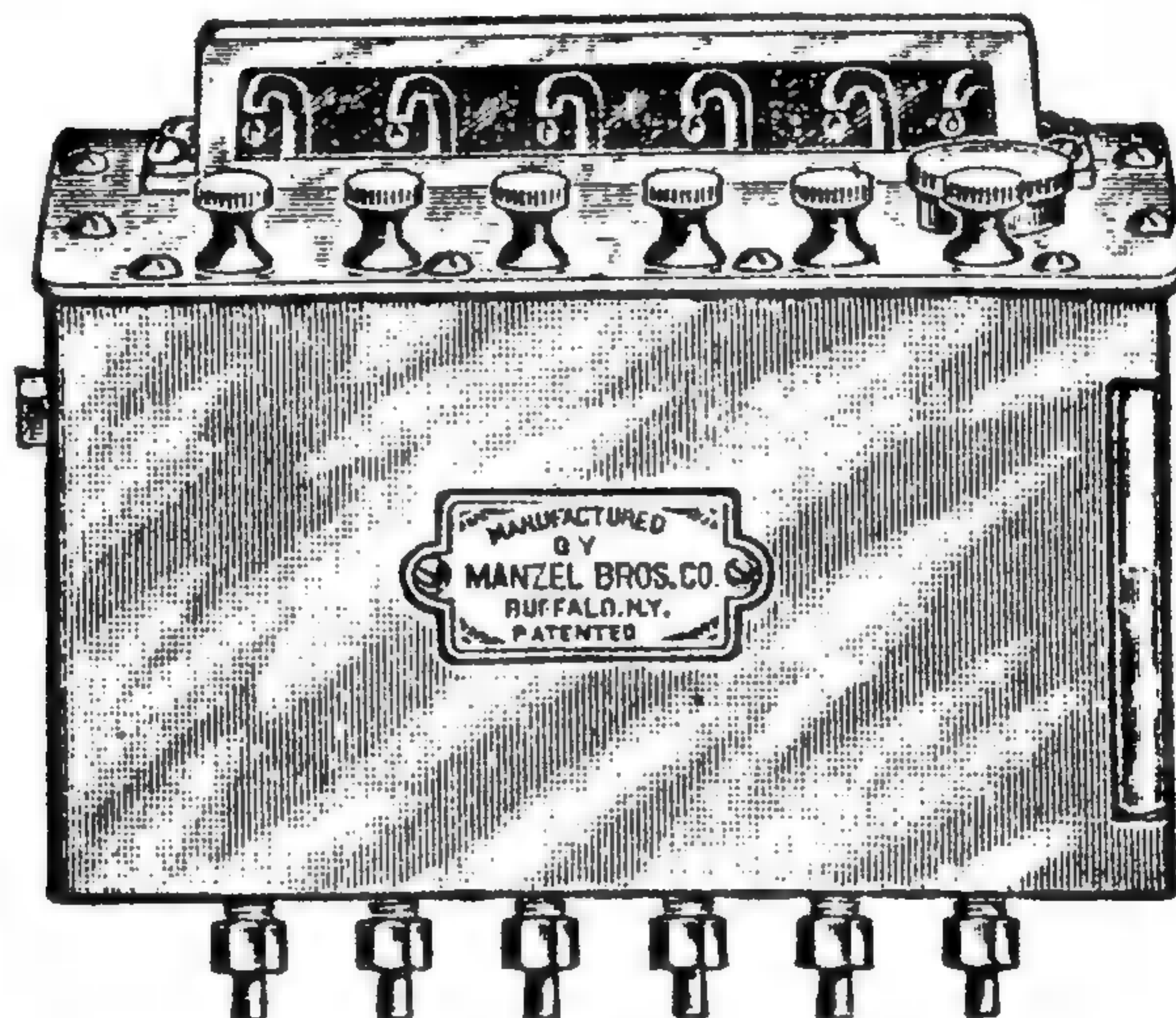
1931



1908

# MANZEL

## FORCE FEED OILERS



For lubricating the cylinders and bearings of all kinds of Gas and Gasoline Engines.

Feed always in sight.  
Each feed regulated independently.  
Easily regulated.  
Positive.  
Any number of feeds.  
Rotary or Ratchet Drive.

WRITE FOR FULL PARTICULARS  
**MANZEL BROTHERS CO.**  
320 Babcock St., Buffalo, N. Y., U. S. A.



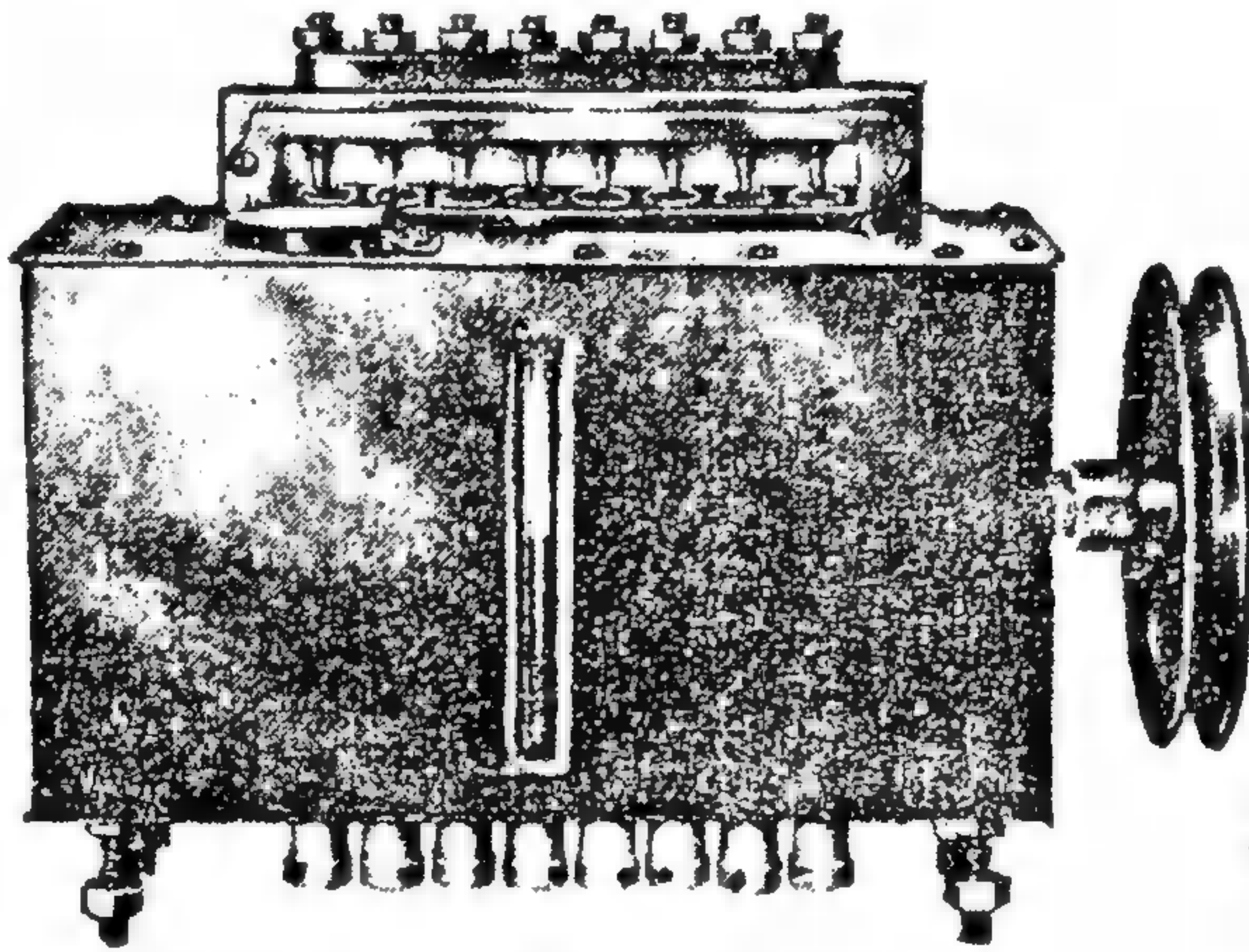
1908

# The "Sherwood"

## FORCE SIGHT FEED OIL PUMP

MODEL E

Bottom or Side Supports



Pulley or Direct Shaft Drive

**Gives Positive and Uniform Feed**

RELIABLE and ECONOMICAL. Made  
of any capacity and number of feeds  
required. Manufactured by

**SHERWOOD MANUFACTURING CO.**  
Buffalo, New York

---

Catalogue and Prices Furnished on Application



—THE—  
**DENCO OIL GUARD**  
will keep your  
**MOTOR and HOOD**  
**CLEAN**

- 1—It keeps the inside of the Hood spotless and clean.
- 2—Absolutely prevents Oil and Grease from coming in contact with the Top Hose Connection Without the Oil Guard necessitates changing the Hose Connection four or five times a year.
- 3—It triples the life of your Timer Wires.
- 4—Prevents the air from Fan throwing Oil and Grease on the out and inside of dash.

**FOR FORD CARS**

Can be attached in 30 seconds

**PRICE \$1.00**

Manufactured and Sold by

**THE DENCO CO.**  
**89 BROADWAY, BUFFALO**

Telephone, Seneca 3310



THE ONLY RING THAT WILL PREVENT LEAKAGE OF  
OIL BACK OF RING INTO EXPLOSION CHAMBER

BURNED OIL MAKES CARBON

# "BUFFALO" ASBESTOS PACKED RING

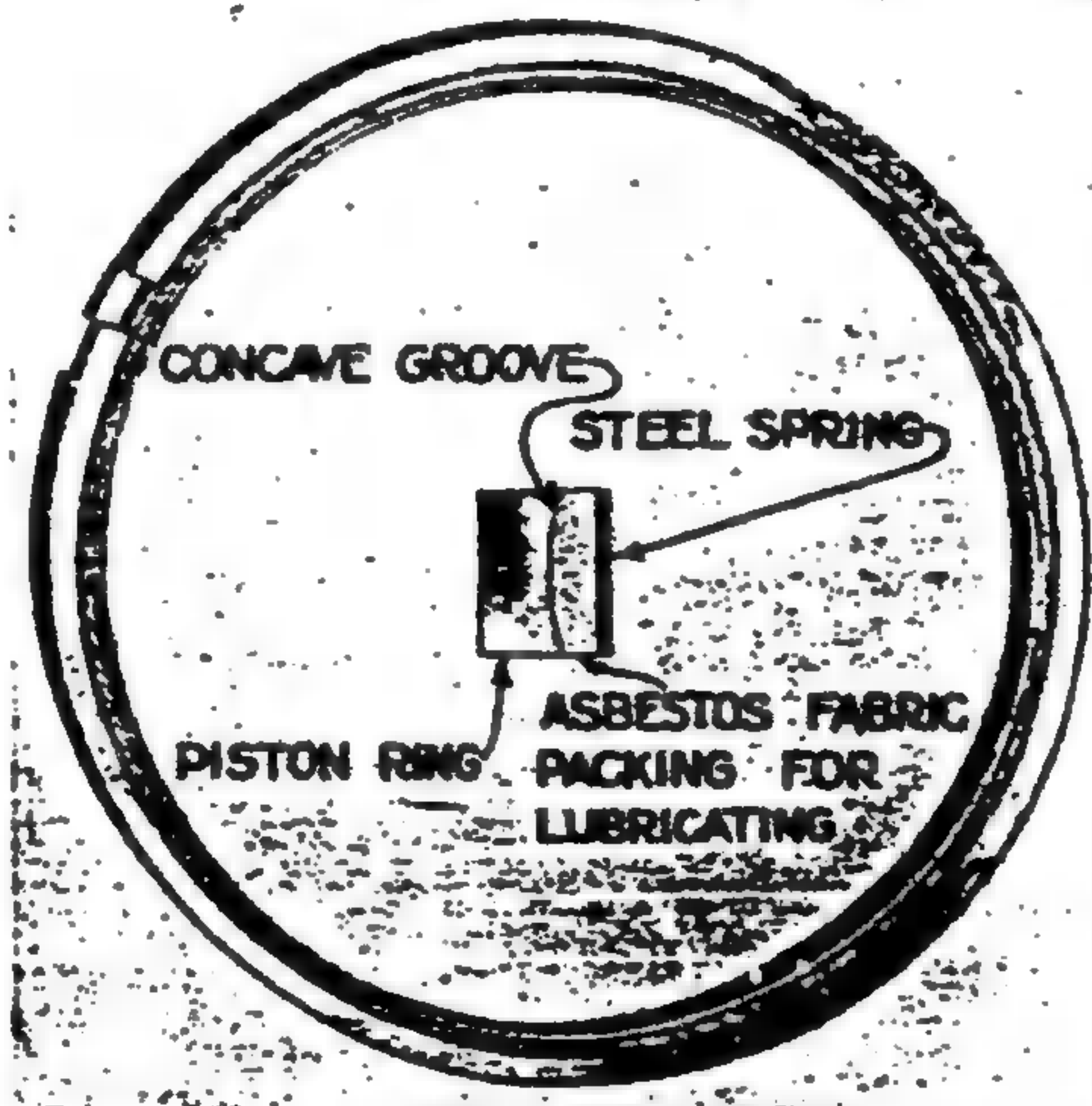
EXPERIENCE OF TWO YEARS ON THE MARKET

*Two rings per cylinder, top and second, are sufficient to stop leakage*

When overhauling,  
"BUFFALO"  
Rings  
repacked, last  
indefinitely

Owing to pressure  
of fabric  
FILLING IN  
TIRE GROOVE,  
the ring takes  
exact form of  
cylinder, after half  
hour's running  
and retains it

Only packed ring  
on the market



GUARANTEED  
not to score  
cylinder

Our patented  
groove  
PREVENTS  
packing from being  
"chewed" which  
would happen  
inside of  
500 miles with a  
packed  
flat-back ring

Patented September 11, 1917

GROOVING, AFTER RING IS "STEP-CUT," MAKES DIAMETER PERFECT

Packing absorbs lubricant and distributes it to the fullest extent of the piston stroke, thereby preventing cylinder and ring wear, and INCREASING THE COMPRESSION.

BY INSTALLING "BUFFALO" RINGS

Our customers have attained, as shown by daily truck records, a saving of over 100% in oil, and over 25% in gasoline as compared with same mileage of flat-back rings. We claim only 50% and 20% respectively. VALVE GRINDING PRACTICALLY ELIMINATED.

The inventor first used packed unground rings at Brighton Beach races in 1910, adding ten miles an hour to his speed. The packing in these unground rings lasted only 200 miles.

MANUFACTURED BY

**BUFFALO PISTON RING COMPANY**

INC.

Phone, Seneca 4490

65 Builders' Exchange, Buffalo, N. Y.

1918



# THE BUILDING OF A HARRISON RADIATOR



Soldering tanks to the core



Placing tanks to the core

## Tank and Core Assembly

Both top and bottom tank shells are drawn from sheet brass in double-action presses. They are trimmed, and filler, inlet and outlet holes are punched.

The shells then go to the tank department where fillers, inlets and outlets are soldered on. After a thorough washing they are sent to the assembling department. Specially constructed jigs hold them tightly while they are tacked in position on the core.

Now the complete unit is ready for final soldering. An ingenious device permits the workman to tilt the unit at various angles. Level surfaces are thus presented, allowing an even flow of solder at all joints.

Here again, Harrison ingenuity encourages expert workmanship in maintaining Harrison Quality.

# HARRISON RADIATORS

1927



# SAVE YOUR MOTOR!

DON'T BURN OUT YOUR BEARINGS

STOP

STEAMING

LEAKY

RADIATORS

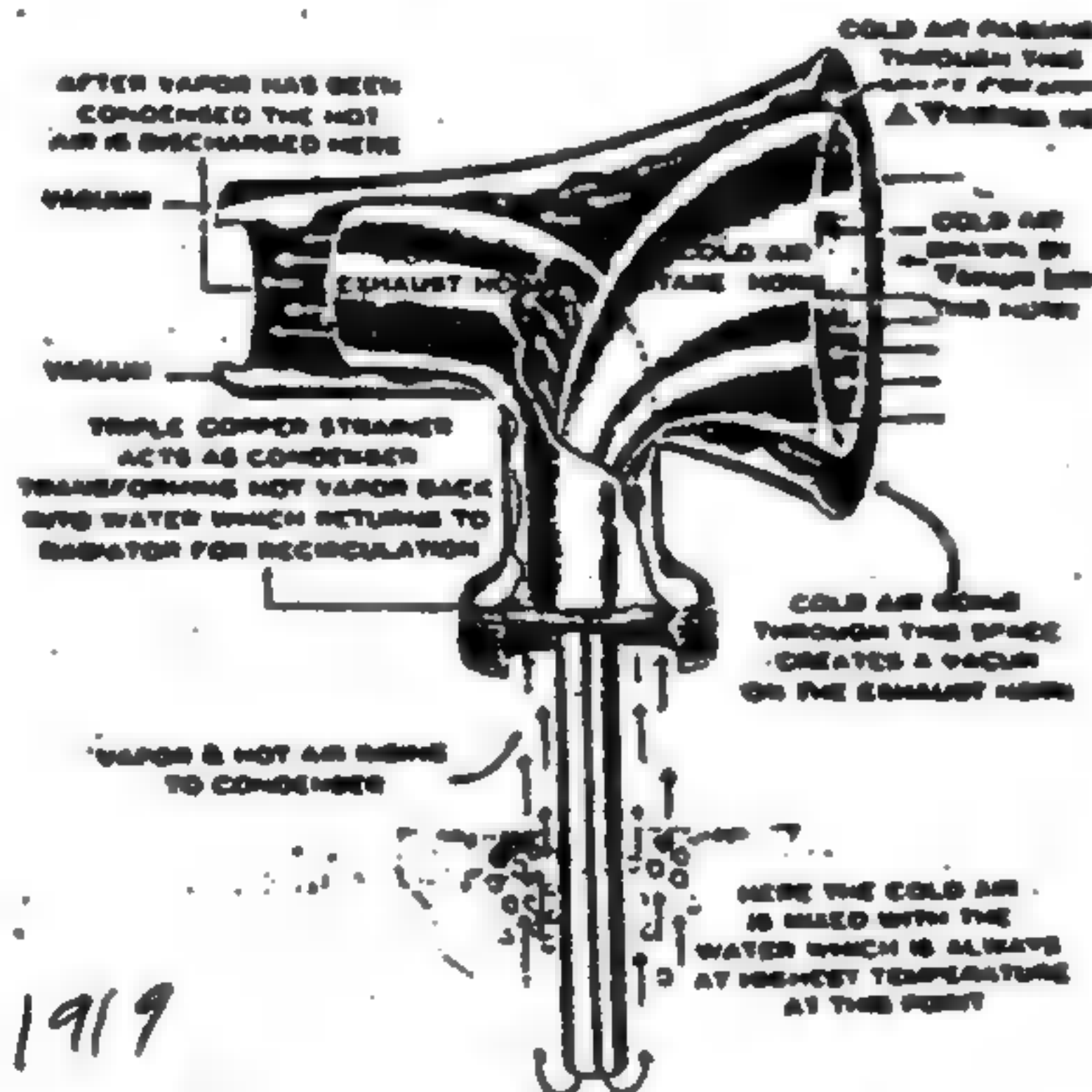
BURN LESS GASOLINE

Our Vacuum Radiator Cooler



Aluminum—Nickel-Plated Ornament

Keeps Temperature of Water in Radiator 20° to 50° Lower



## FITS ANY CAR

Put on in Place of Radiator Cap

You could not purchase as Attractive an Ornament as our Vacuum Cooler for less than we are selling this Featured Necessity.

Actual road tests have proven a Cooler, More Quiet Motor.

ORDER TODAY

**\$4.00 EACH**

Through Dealers, or Write Us Direct

Patented on 10 Points of Merit

Manufactured Exclusively by

**MAYER AUTO SPECIALTY CO.,**

452 Ellicott Square

BUFFALO, N. Y.

Seneca 3552

**1919**





# **SUPREMACY**

Builders of America's Foremost Motor  
Vehicles Help to keep them foremost by  
Equipping With

## **FEDDERS RADIATORS**

FOR TRUCKS, PASSENGER CARS,  
AEROPLANES, TRACTORS

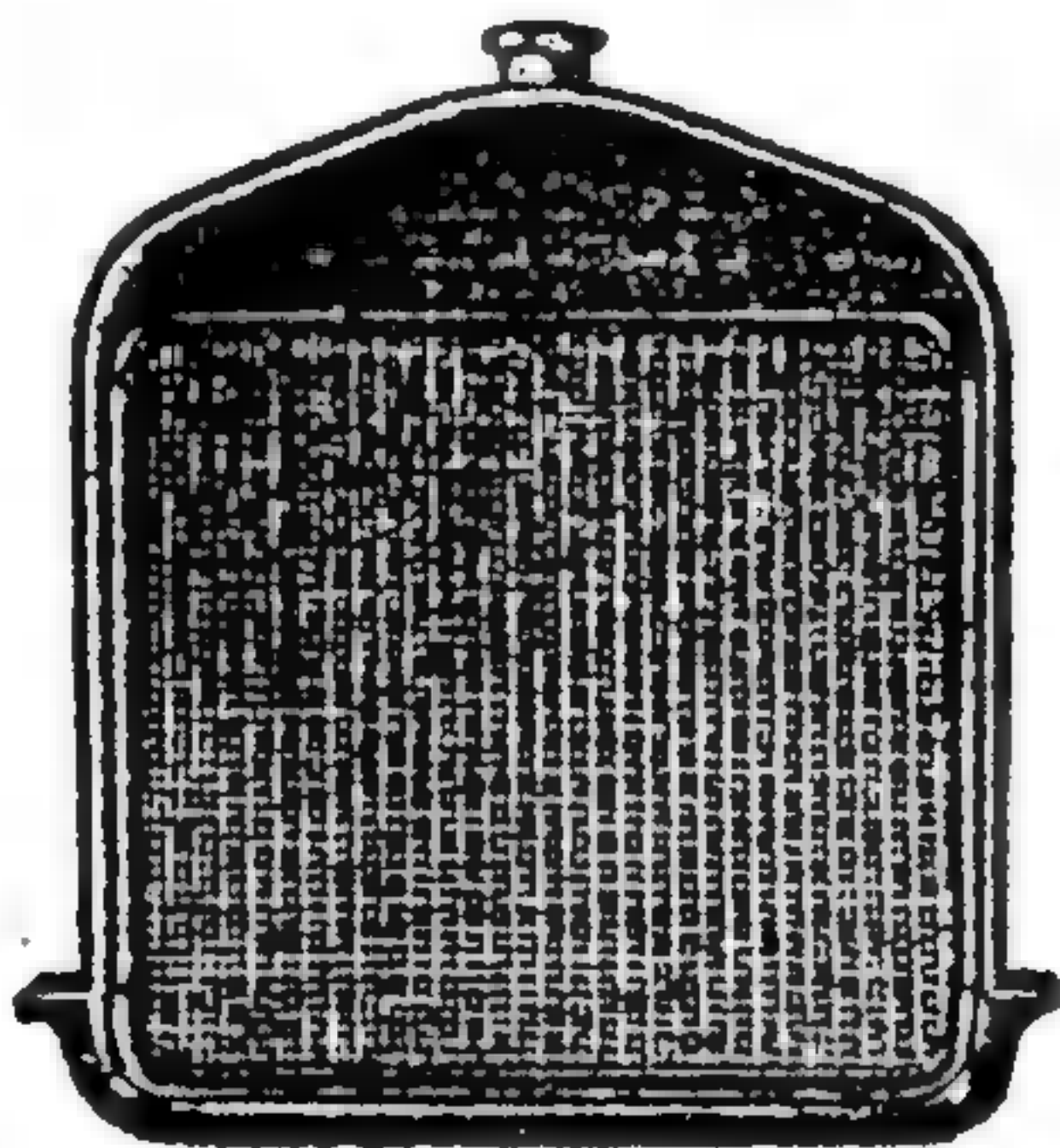
FEDDERS MFG. CO. Inc.,  
BUFFALO, N. Y.

1920



# **McKINNON** AUTOMOBILE ACCESSORIES

AND OTHER SPECIALTIES



## **McKINNON RADIATORS**

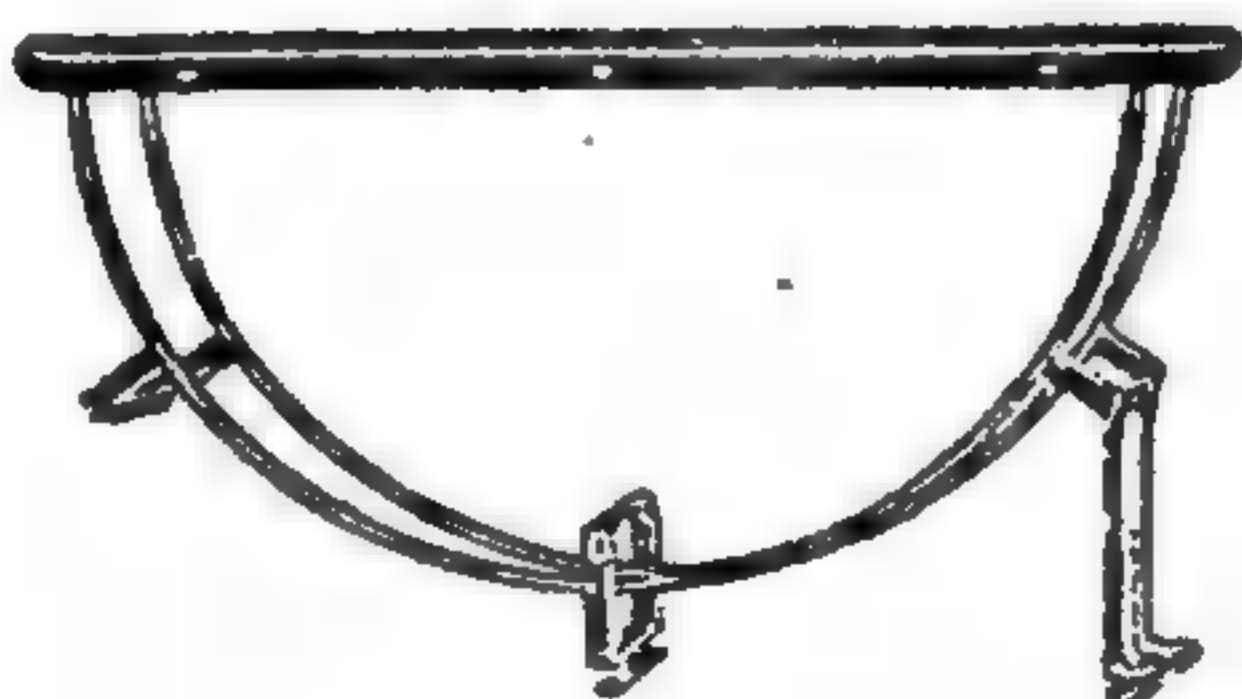
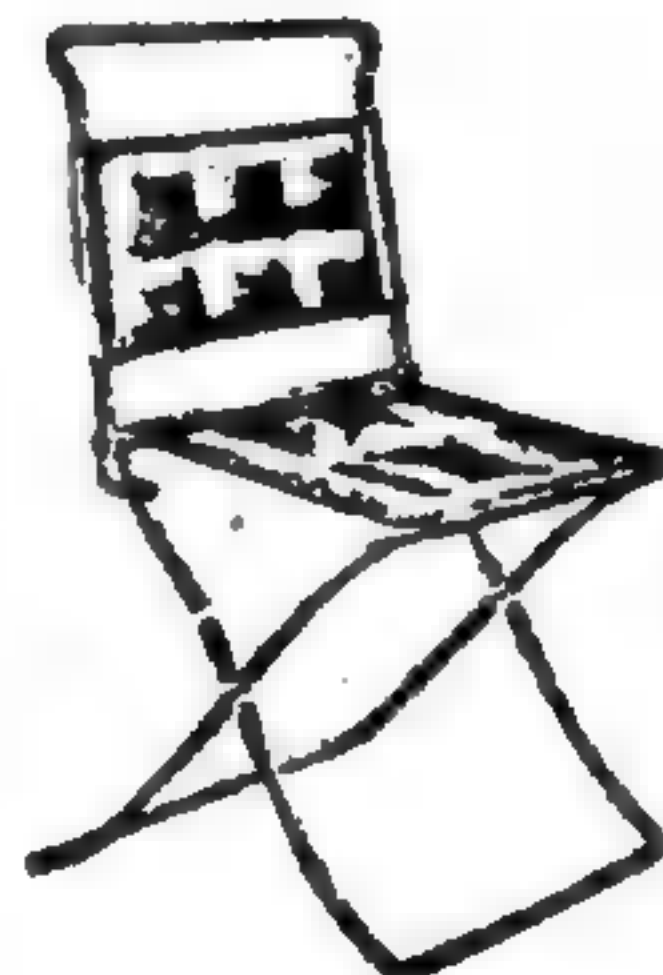
(PATENTED)

Really cellular. Solid brass construction throughout. Over 750,000 of these radiators in use on prominent makes of cars. Very strong and of neat appearance. Endorsed by automobile manufacturers. Bulk core supplied to Radiator Repair shops quickly.

## **McKINNON FOLDING CHAIRS, SEATS, STOOLS**

(Patented)

Symmetrical lines and beauty of finish. Electric welding. No rivet heads, protruding pins and bolts to catch the clothing and injure the hands. All japanning is done on a thoroughly clean surface. We keep away from novelties and close to the practical, useful chair, seat or stool, to meet an every day need or convenience.



## **McKINNON TIRE HOLDERS**

They are particularly made for the Ford car. Very easily attached, strong electric weldings making a one piece carrier. No rivets. Preserve the spare tire against damage, loss and theft. An ornament to the car. Made for running board and ~~TIME~~

Radius Rods, Hubs for Ford Cars—Padlock Chains, Door Pads, Bicycle Luggage Carrier, Hose Reels, Crib Rods.

CANADIAN PLANT—ST. CATHARINES, ONTARIO

**McKINNON DASH CO.**  
BUFFALO, N. Y.

Telephone Bidwell 4426

1920



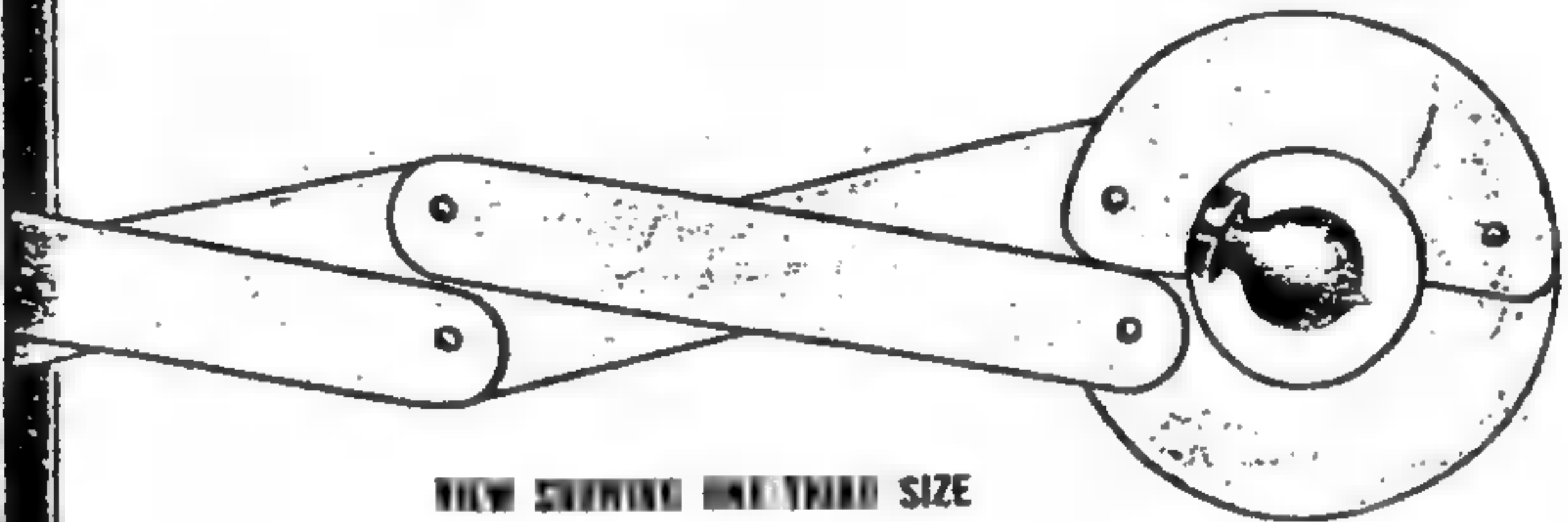
# Public Safety Demands a Uniform Signal on All Vehicles

The universal method of signalling to cars behind and traffic officers ahead is by putting out your arm, and you know how tiresome this gets to be, and very often your arm is not seen, especially at night. Further, you can put your arm out from but one side of the car. This is

misleading, as no one can tell whether you mean to stop or which way you may turn. The *Universal Auto Semaphore* does away with all this uncertainty. It is the only device that meets the requirements of a perfect automobile signal.



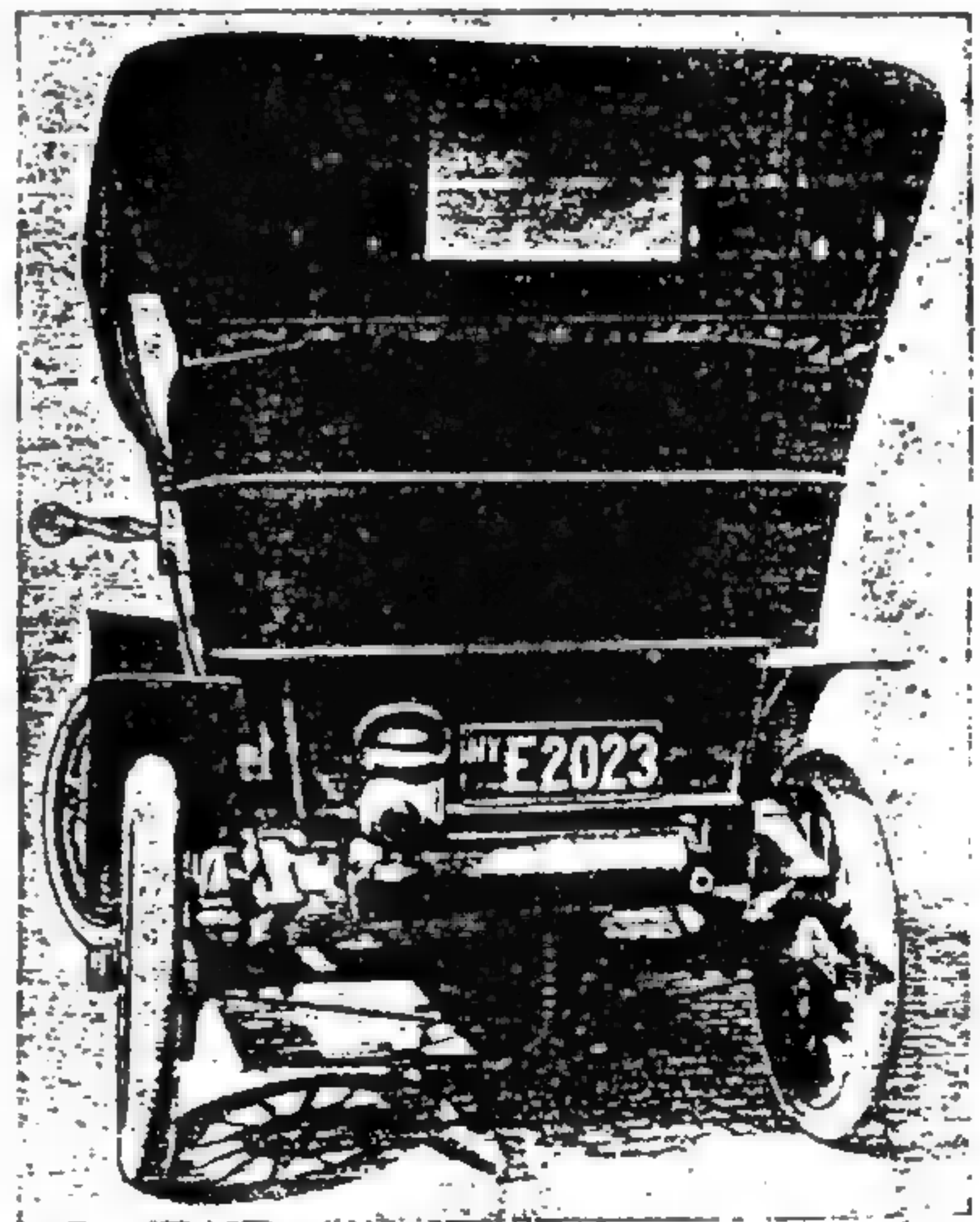
PATENTS PENDING



Detailed view, showing arm extended, with target on outer end, having brilliant red light in center. Extends sixteen inches clear of body of car. When not in use, fits compactly in metal case. Case handsomely finished in dark green enamel, signal arm in brilliant red. Red bulb shows up prominently at night. Positive in Action. Absolutely Reliable. Operates easily from the seat. Plainly visible to you at all times and to all other drivers and pedestrians, either front or rear, day or night, on open or enclosed car. At congested crossings is an invaluable aid to traffic officers—saves time, avoids confusion and eliminates accidents.



View Showing Signal in Operation from Front.



View of Signal from Rear. Note how Prominent it Shows Up.

**SEMAPHORE ON EACH SIDE OF CAR.** This Signal has received the approval of traffic officers and automobile clubs throughout the United States. Call or write for demonstration.

**UNIVERSAL VEHICLE SIGNAL CO., 442-44-46 Niagara St., Buffalo**



**ELECTRIC CITY MFG. CO.**

60 CHERRY STREET

**Mello-Tone**

MANUFACTURERS OF  
HELLO-TONE AUTO SIGNALS  
AUTOMOBILE SPECIALTIES  
SHEET METAL STAMPINGS, ETC.

BUFFALO, N. Y. June 3, 1912. 191

Mr. Wm. T. Knauus & Son,  
Bethlehem, Pa.

Dear Sir:-

We are enclosing you herewith a circular describing the Mello-Tone Auto Signal. We kindly ask you to read its contents and no doubt you will find contained therein much that will interest you. It is absolutely the Best signal on the market to-day for the money. We guarantee each and every signal for one year. It absolutely cannot clog.

Two of the most important features on our 1912 signal are first our patented adjustable clamping device, which is adjustable to any size or style of exhaust pipe. With two of these signals in stock a dealer will be able to take care of any motor car that has an exhaust pipe.

Another feature is that the tone of the signal can be regulated to fit the different exhaust pressures found on the various cars, something that it is not possible to do with any other exhaust signal that has ever been offered to the trade. These features are all new and novel will be appreciated.

The signal is made entirely of aluminum with the exception of the bell and it weighs less than 1 1/2 lbs. We would like to send you one of these signals on a 10 day free trial and if you are not satisfied with it you may return it at our expense. We make a special signal for Model T Ford Cars, which is a cracker jack.

We do not claim to have the only signal on the market worth buying but we do claim to have the best for the money.

If there is anything further we can say to you on this subject please tell us so we will gladly give your further inquiries prompt and personal attention. Trusting that we may have the pleasure of entering your order, we are,

Yours very truly,

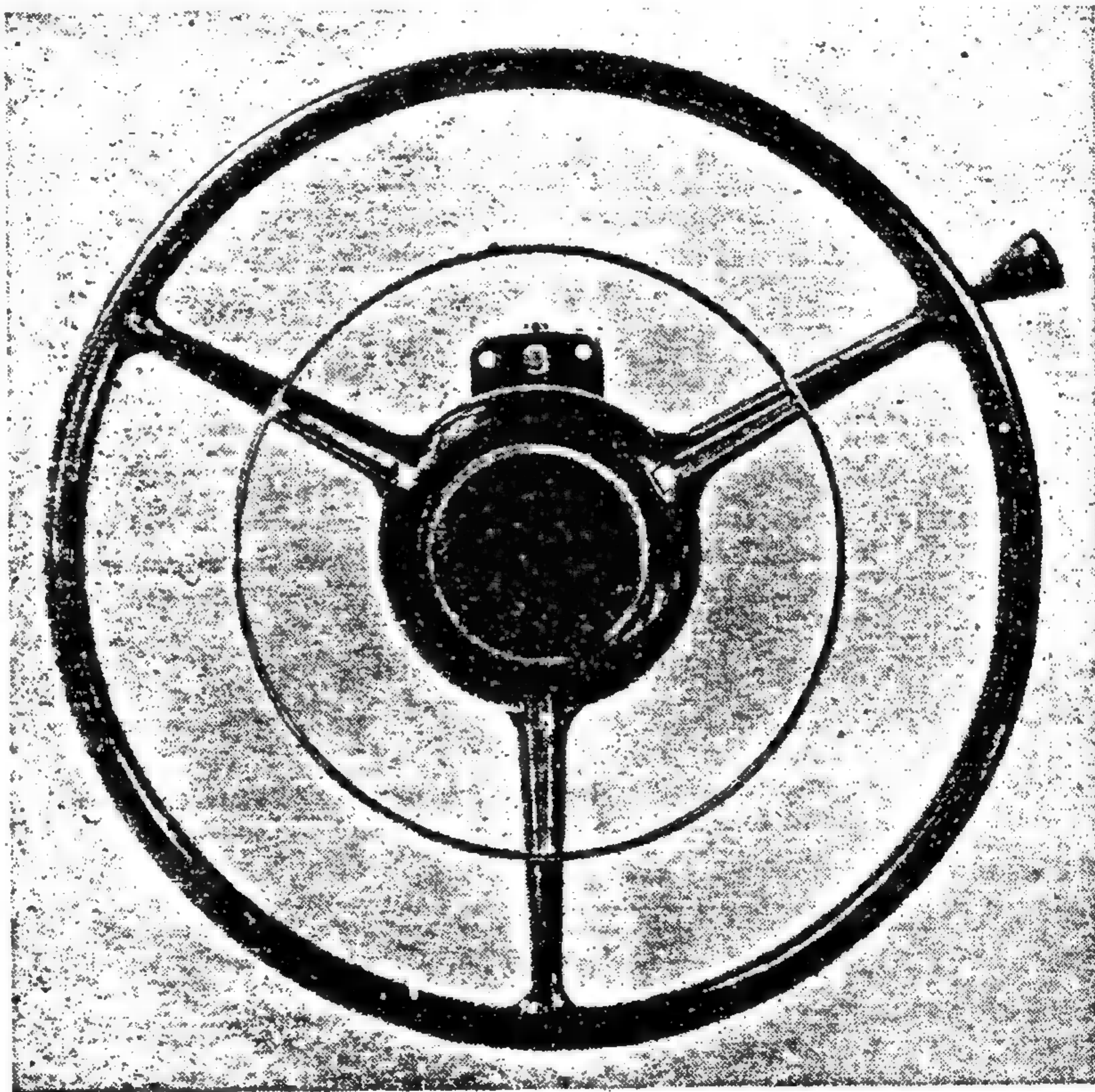
ELECTRIC CITY MFG. CO.

JES/MES.

J. E. Stark.



Here Is The Signal You've Been Looking For —  
Fits Any Car — Indicates Direction Day or Night  
Shuts Off Automatically  
Impossible to Drive Away From Curb  
Without Showing Signal



**DIRECTIONAL SIGNAL CORP.**

3119 Genesee St.

CHEEKTOWAGA, N. Y.

Phone: HU-0550

THE BUFFALO MOTORIST, November, 1940.





# A \$25,000 Pierce Arrow

built for Mr. Roscoe Arbuckle, alias "Fatty," of international fame. This car is equipped with Houdaille Hydraulic Shock Absorbers.

## —and Houdaille Shock-absorbers

**H**OUDAILLE Hydraulic Shock Absorbers automatically check the rebound and help eliminate skidding, which is often caused by side sway. This means tire economy and comfort even while riding over the roughest roads.

*Mr. Arbuckle says:  
"I think Houdailles  
wonderful things!"*

Houdaille has been prominent in Europe for ten years. And is now American made for American motor cars. Among the foreign cars factory equipped are: Alba, Alda, (F. Charron) Chenard & Walcker, Delage, DeLaunay-Belleville, de Bazelaire, Majola, Farman, Minerva, Panhard & Levassor, Piccard & Pictet, Rochet-Schneider, Secqueville & Hoyau and Unic (G. Richard), Zedel.

*Installation made by the York Company*

*714 Michigan Ave. cor. Tupper St.*

*Phone Tupper 4862*

# THE HOUDAILLE COMPANY

BUFFALO



*Mfg. by Houdaille Eng. Co.*

NEW YORK  
1920



## Delightful riding comfort —with Houdaille Shock Absorbers

**T**HE Houdaille Hydraulic Shock Absorber adds the same sensation to a car as riding in a canoe over smooth waters. Every bump gives the feeling of gliding on the crest of small waves. Full benefit is derived from the spring suspension, but Houdaille automatically checks the racking rebound that usually jounces the occupants off their seats.

The Minerva, Panhard, Delage, American Cunningham and 15 of the leading foreign cars are factory equipped with Houdaille. And many Cadillacs, Packards, Pierce Arrows, Locomobiles, Mercers, Stutzes, Jordans, Hudsons, etc., are now using this device.

### Mechanical Features

*The Houdaille is made of the finest alloy steel and is frictionless—having only one moving part operating in a glycerine-filled chamber. It absorbs 75% of all shocks and spring vibrations, preventing body sway and broken springs. There are no straps to break or springs to lose tension; it will not rust or squeak.*

*Guaranteed one year from date of installation*

Installed by the York Co., corner Michigan  
and Tupper, Phone Tupper 4862

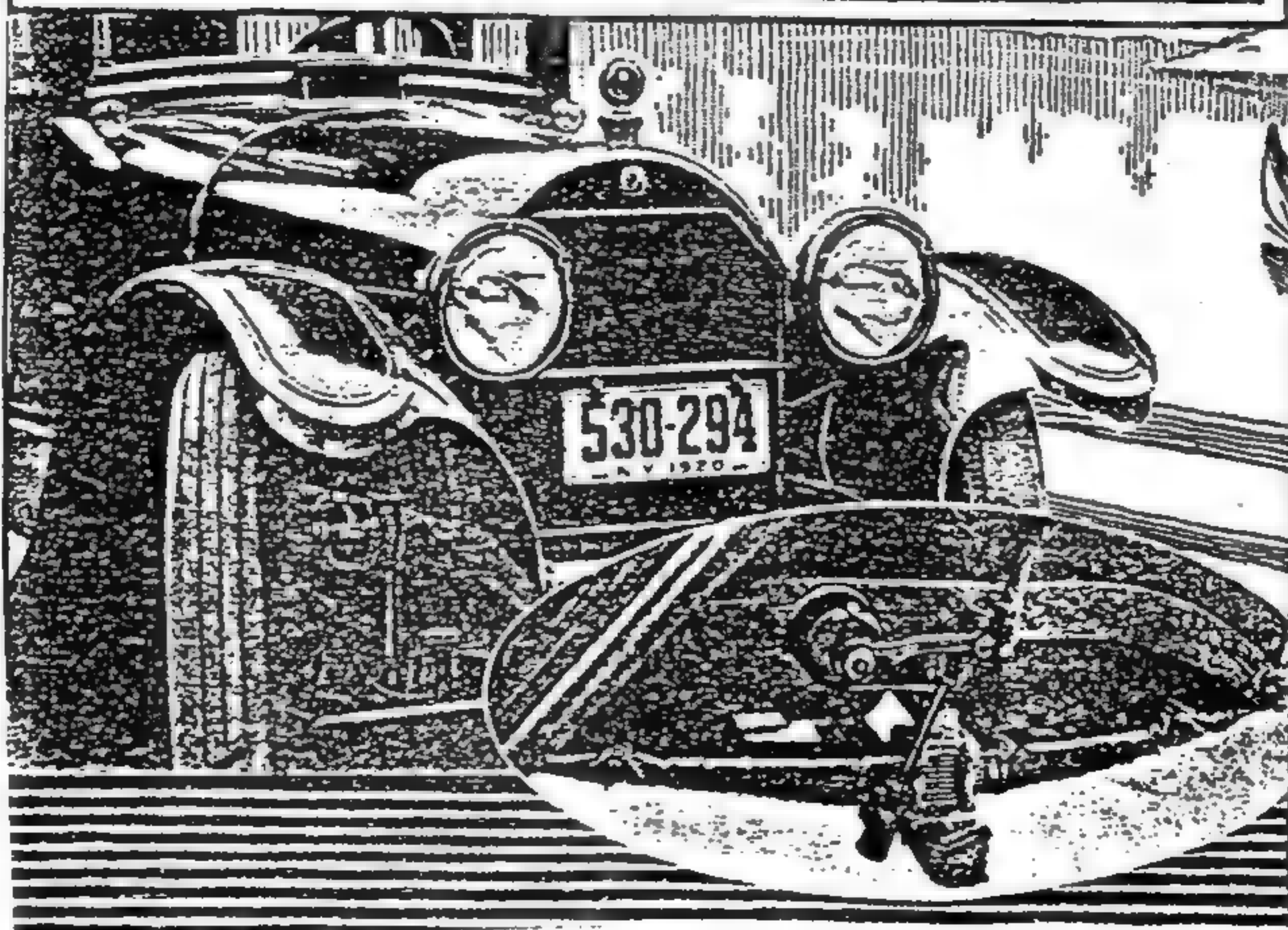
## THE HOUDAILLE COMPANY

Root Building

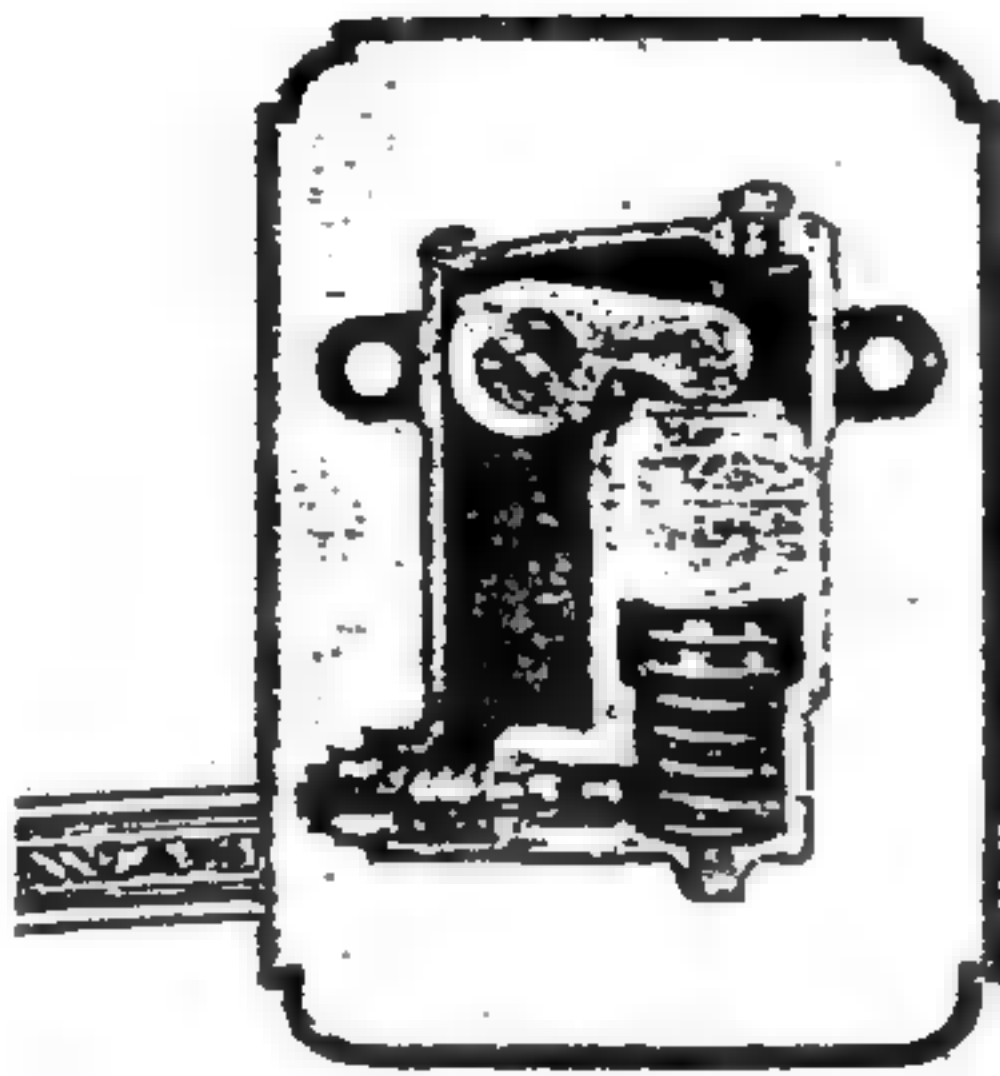
Buffalo, N. Y.

Manufactured by the Houdaille Engineering Corporation

1920







# MANZEL

Hydraulic

## Shock Absorbers

### Why "MANZEL" Shock Absorbers Appeal to the Car Owner

"Manzel" Hydraulic Shock Absorbers appeal to the car owner because of the great improvement they effect in the riding qualities of his car and because of their automatic control which instantly proportions the hydraulic resistance to the severity of the shock.

He likes them because their quick and never-failing hydraulic action causes his car to ride smoothly on all roads and because of their moderate price compared to other hydraulic shock absorbers.

Their simple design and durable construction meet his approval and he knows that when installed on his car, they will retain their efficiency indefinitely.

Their adjustment feature appeals to him for it enables him to adjust them to suit his individual ideas of how a car should ride. He finds that they hold the car to the road, make steering easier, prevent spring breakage and save his tires.

But most of all, they appeal to him because, with their cushions of oil automatically controlled, they bring to him an ease of riding, a gliding smoothness of motion known only to the user of the "Manzel" equipped car.

#### Why not try a set on your car and be convinced?

Let us install a set on your car. If you are not highly pleased with the improvement in the riding comfort of the car, after you have tried them out for thirty days we will remove them at our expense.

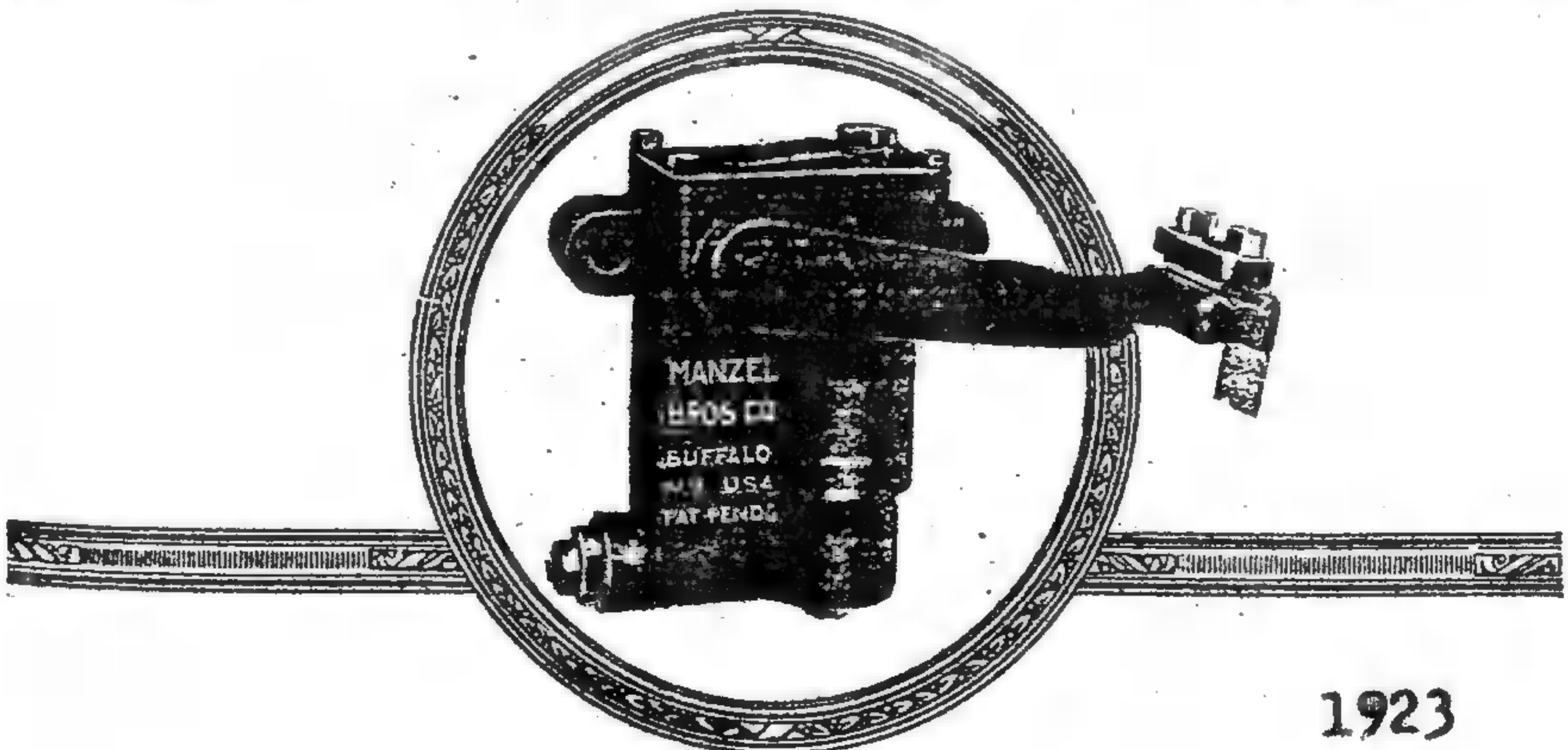
Installations made at our service station, Babcock Street, near Seneca.

### MANZEL BROTHERS COMPANY

Phone Jefferson 2183

309-319 Babcock St.

BUFFALO, N. Y.



1923



# Patent Warning

We have secured control of all the rights under Letters Patent of the United States, No. 642,167, granted January 30, 1900, to F. R. Simms, for Spark Plug for Explosive Engines.

This patent covers the broad idea of constructing a plug combining a sparking device and a device for introducing a priming charge into the cylinder, so that but one opening in the cylinder is necessary for accomplishing these two purposes. Our



"All-In-One" Spark Plug

## All-In-One Spark Plug

which has been on the market for some time and which has been favorably received by the trade, is constructed in accordance with this patent.

It has come to our attention that the trade has been offered a plug constructed in accordance with the claims of this patent, and we, therefore, **caution all persons manufacturing, selling or using a plug of this construction**, that we shall vigorously prosecute all parties who are liable for infringement of this patent and recover through the courts such damages as we may sustain by reason of such infringement.

**FRONTIER SPECIALTY COMPANY**  
728 MAIN STREET      ::      ::      BUFFALO, N. Y.

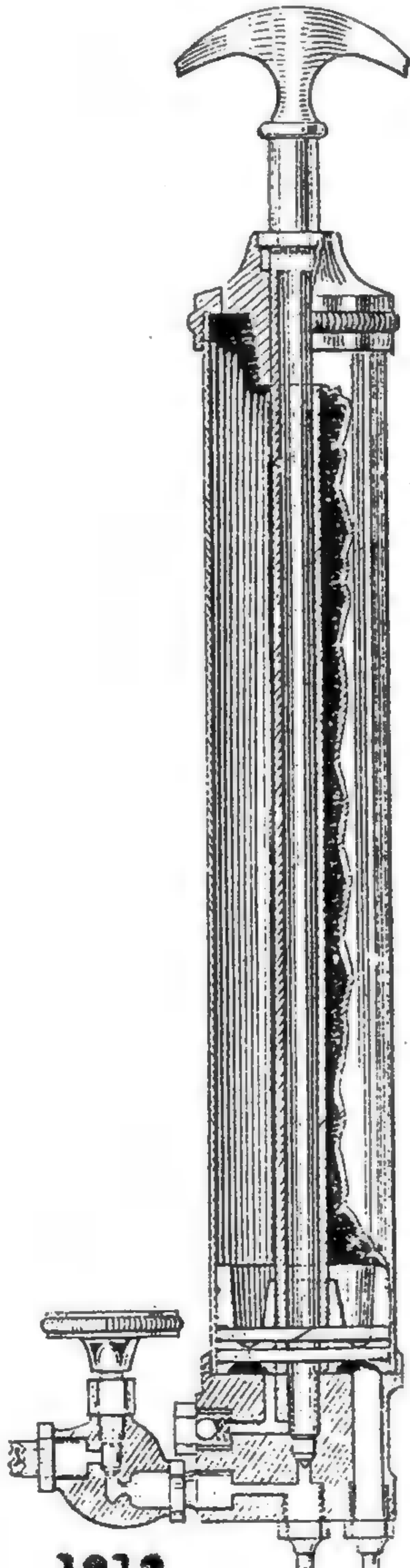


AS DEPENDABLE AS NIAGARA

# THE NIAGARA MOTOR STARTER

"SELF STARTER"

Made in Buffalo



## A GUARANTEE FOR 2 YEARS WITH EVERY STARTER

The NIAGARA measures the correct amount of gas air and mixes same in the motor cylinders.

The NIAGARA uses about **one third gas and two third air.**

The Niagara Forces **pure air** into the cylinders; it does depend upon the foul air and gases in the cylinders for starting.

The NIAGARA has grey **cast iron piston and rings** same as your engine; it will outwear the car.

All valves are made of solid **monel metal.**

With the NIAGARA you can **regulate** the head-lights from the seat.

The Niagara is attached to the steering post. **Always out of the way.**

**Regardless of tank pressure the Niagara will start motor.**

Tests made March 26th. Local dealer—will furnish names requested. Upon completion of installation. **30 starts out of trials, also by stalling the engine (applying breaks and throwing high speed). 8 starts out of 8 stalls.**

Spark plugs are bound to foul or soot in time unless pure is mixed with the gas in the cylinders. The Niagara **does the mixing.**

The compressor of the NIAGARA is made of mandril drawn seamless steel tubing.

Merely a simple twist of the wrist on the compressor does a the work.

If out of gasoline The Niagara with medium size acetylen tank will run the ordinary car 20 miles.

**ALL STARTERS WILL WORK FOR A WEEK OR TWO BUT THE NIAGARA WILL WORK**

**=====FOREVER=====**

**WE WILL INSTALL AND GUARANTEE THE NIAGARA**

**4 CYLINDER \$35.00**

**6 CYLINDER \$40.00**

## THE NIAGARA SALES CO.

704 MAIN STREET, BUFFALO

1912

17-B



# BUFFALO AUTOMOBILE SPRING CO., INC.

SPECIAL SPRINGS DESIGNED  
FOR ALL TYPES OF CARS  
OF ANY CAPACITY

MANUFACTURERS OF



AUTO SPRINGS REPAIRED  
AND RETEMPERED IN  
SHORT NOTICE

## SCIENTIFICALLY HEAT-TREATED SPRINGS

Office and Factory: 146 VIRGINIA ST

1919

Bell, Tupper 4736-W

BUFFALO, N. Y.

**COMFORT.**

**DURABILITY.**

**STRENGTH.**

**SIMPLICITY.**

**KING SPRING CO.**

MANUFACTURERS OF GEARS AND PARTS

PHAEONS AND BUGGIES, SURREYS

**The Celebrated King Springs,**

FOR HOME AND EXPORT TRADE.

IN THE WHITE, READY TO PAINT AND TRIM.

Guaranteed absolutely unbreakable in use on a Buggy or Carriage.

FOR FASTER AND EASIER RIDE

Now

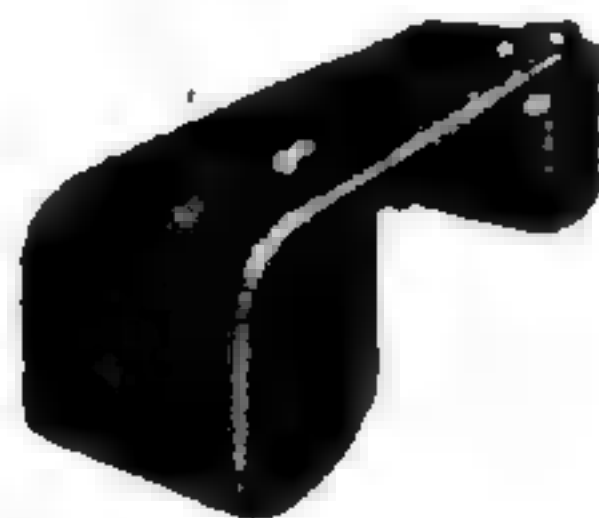
Buffalo, N.Y., U.S.A.

1893

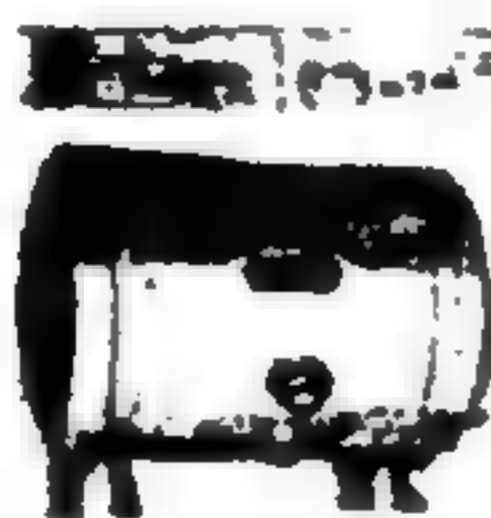


# Snyder Tank Corporation

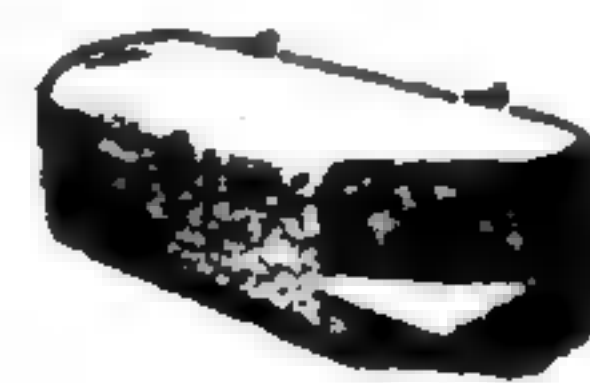
**AUTOMOTIVE FUEL TANKS  
FOR TRUCKS AND TRACTORS**



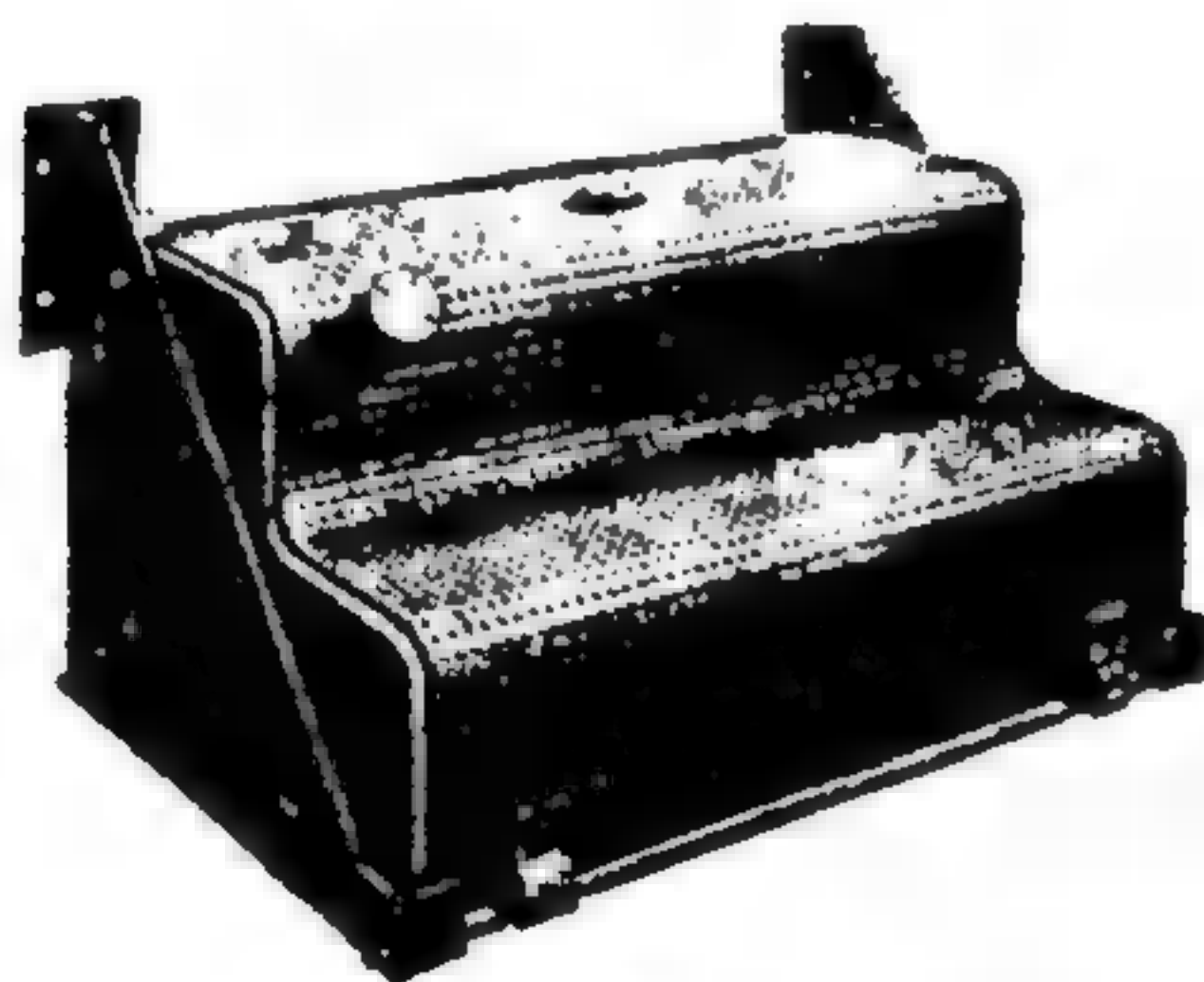
**SADDLE TANK**



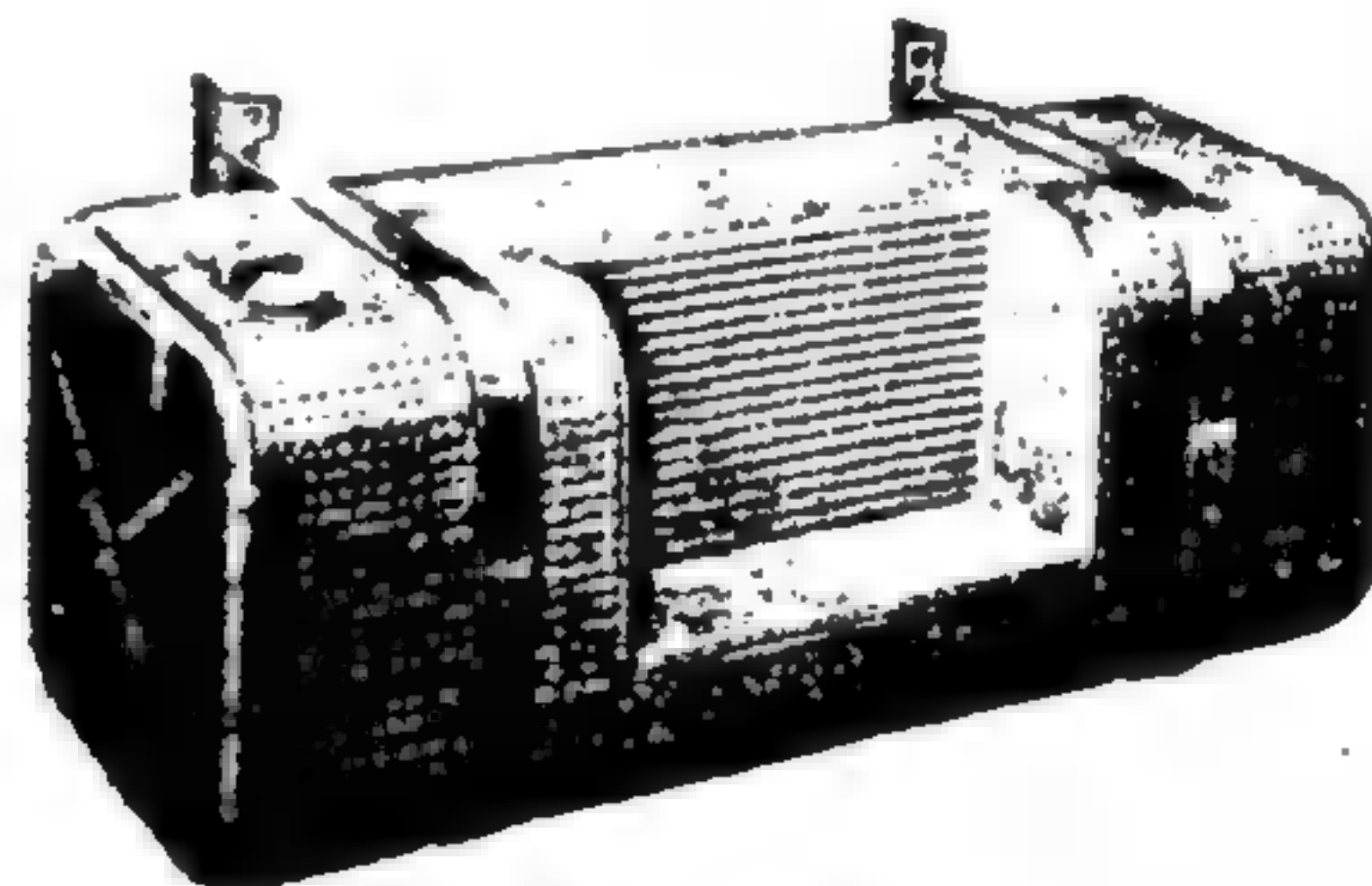
**CYLINDER TANK**



**PAYLOAD TANK  
(Carver Step)**



**PAYLOAD TANK  
(Full Step)**



**PAYLOAD TANK  
(Center Step)**

**Specially Designed for Safety and Economy**

UNDERWRITERS LABORATORIES INSPECTED ALSO MEET I. C. C. SPECIFICATIONS

Snyder "Stack-Proof" 5th Wheel

**GENERAL STEEL FABRICATING**

**"Complete Facilities for Pickling"**

**GRANDSTANDS**

**INDOOR-OUTDOOR PORTABLE  
AND BLEACHERS**

**1956**

**Plants:**

**3773 Lake Shore Rd., Buffalo, N. Y.  
801 N. 41st St., Birmingham 1, Ala.**

**P. O. Box 14, Buffalo 1, N. Y.  
Tel. TRiangle 7100**



# 62% MORE DUNLOPS last month *on top of 41% gain in April*

**T**HIS May, the American public bought 62% more Dunlops than last May.

This is on top of Dunlop's April 1928 gain of 41% over April 1927.

Such progress is logical when a manufacturer has unequalled tire-making advantages. No other maker can match the \$195,000,000 resources . . .

the vast rubber plantations . . . the great spinning mills . . . the modern factories . . .

and the 40 years' experience that belong alone to Dunlop.

But even greater is the fact that 26,000,000 Dunlops are now running. What surer proof could you have that Dunlops will pay you on your car.



## "DUNLOP CITY"

Supreme in quality for 40 years, Dunlop has grown until its productive properties—if combined in one place—would form a vast Dunlop City of over 100,000 acres.

# JOE O'ROURKE

1210 Main Street *at* Barker

*Tupper*  
6709

1928



# Frontier Tires Made in Buffalo

THE Frontier Tire & Rubber Co., manufactures and sells an automobile tire equal in material and workmanship to any tire produced. These goods are manufactured from the best raw materials at the company's factory. They are giving eminent and complete satisfaction wherever sold and used.

Local users attest their worth under most severe test and use. This should mean much for Buffalo, one of the Automobile Centers of America.



## PRICE LIST STANDARD CLINCHER "FRONTIER TIRES"

SIZE	CASINGS	TUBES
28 x 3	\$10.65	\$3.15
30 x 3	11.40	3.30
32 x 3	12.00	3.55
29 x 3½	15.75	4.45
30 x 3½	16.75	4.60
31 x 3½	17.50	4.70
32 x 3½	18.00	4.75
34 x 3½	19.55	5.10
30 x 4	21.00	5.90
31 x 4	22.50	6.05
32 x 4	23.25	6.20
33 x 4	24.25	6.40
34 x 4	25.25	6.55
35 x 4	26.25	6.75
36 x 4	27.25	6.90
34 x 4½	31.00	8.10
36 x 4½	33.50	8.60

Flaps or Floating Rings for Quick Detachable, \$1 Extra. Prices Subject to Change without notice

## GUARANTEE FRONTIER TIRES

Frontier tires are guaranteed factory perfect.

They will not rim-cut, the covers will not strip off, the beads will not get hard, nor will the fabric separate.

They are made under rigid inspection from the highest grades of rubber and specially woven fabric.

Upon return to our factory, transportation prepaid, we will replace or repair any tire defective in material or workmanship.

The Frontier Tire & Rubber Co. have a most complete and up-to-date vulcanizing and repair plant in their factory, 1400-1414 Niagara St. corner West Delavan Ave., Buffalo, N. Y., with a corps of competent, skilled workmen associated.

Reasonable prices prevail and prompt, efficient service assured and rendered.

All classes of tire and tube repairs undertaken and completed, including complete renovation and rebuilding if required.

Gasoline Gauge sent free on request

## Frontier Tire & Rubber Co.

1400-1414 NIAGARA STREET

STORE

1054 Main St., near North St.

BUFFALO, N. Y.

BOTH PHONES

1912



# Why have Tire Trouble?

---



Our Greenwald Internal Tire Protector renders the puncturing of Automobile Tires impossible. It is easily inserted between the case and inner tube. Does not affect the resiliency of the tire. One-third more mileage can be obtained from old case by the use of the protector. We have numerous testimonials from the best known

men in Buffalo who have given them the most rigid test.

---

**EMPIRE STATE TIRE CO.**

**200 TERRACE**

**BUFFALO, N. Y.**

**1908**



HEWITT  
TIRES

# Full speed ahead on **HEWITT TIRES**

**HEWITT RUBBER COMPANY  
OF BUFFALO**

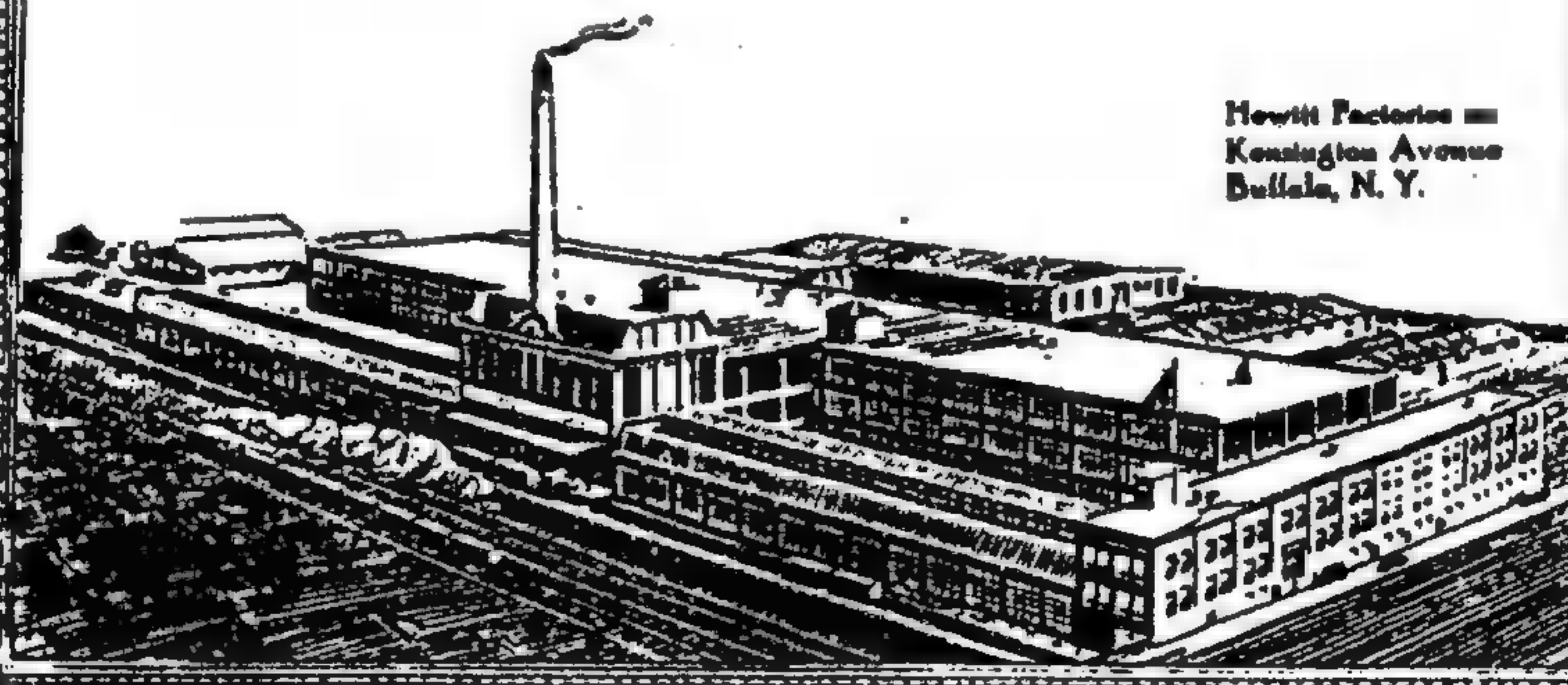
announce that since war restrictions  
have been removed, ample production  
of Hewitt Tires is again possible.

**HEWITT CORD TIRES  
HEWITT FABRIC TIRES  
HEWITT MOTOR TRUCK TIRES  
HEWITT INNER TUBES**

**HEWITT RUBBER COMPANY OF BUFFALO, N. Y.**

**BISON RUBBER COMPANY**

**CARL HEINTZ, Pres.     111 MAIN STREET, BUFFALO, N. Y.  
Buffalo Distributors of Hewitt Tires**



Hewitt Factories —  
Kennington Avenue  
Buffalo, N. Y.

**1919**



MADE IN BUFFALO

# Madison

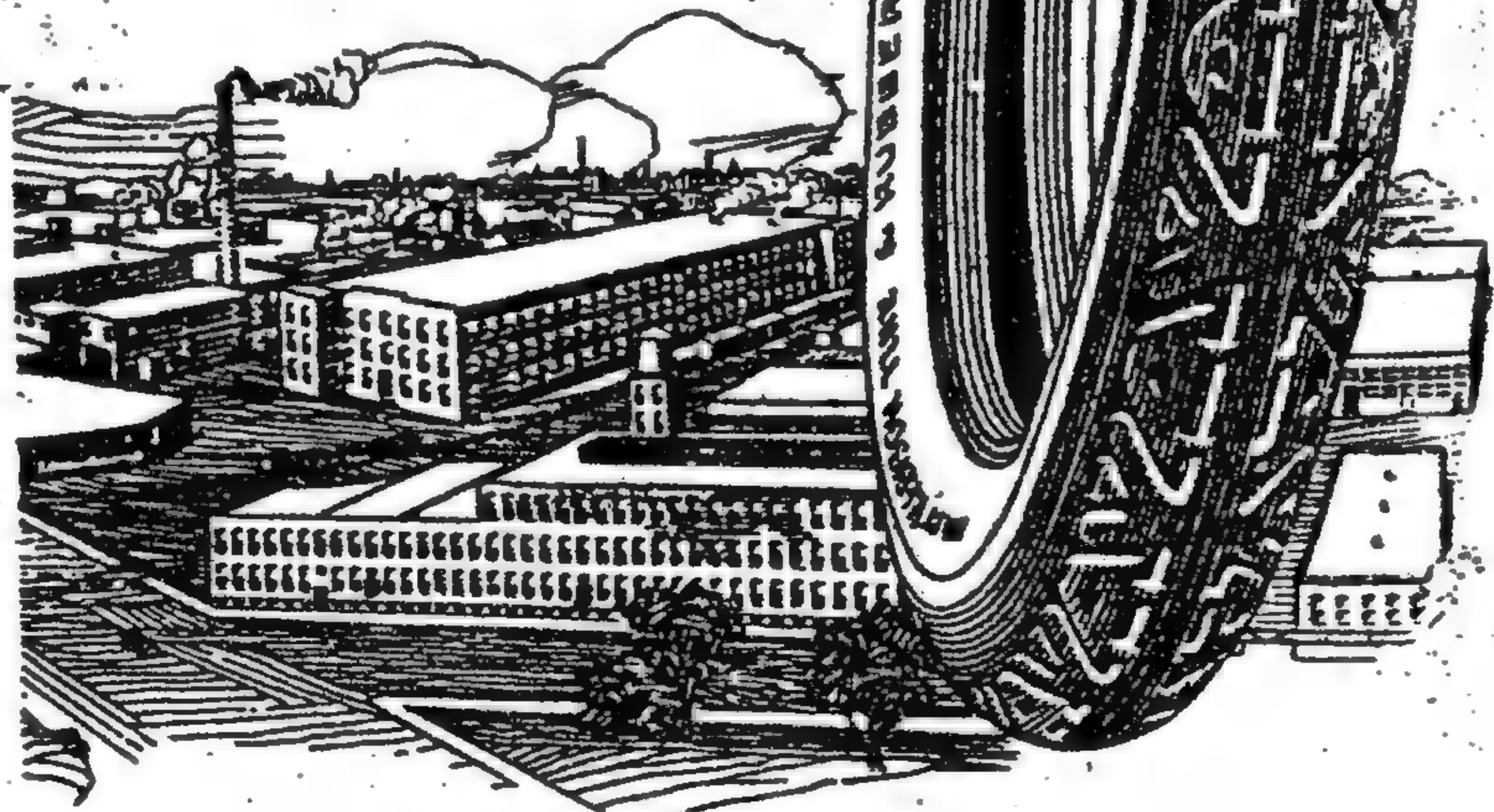
SUPERB ENDURANCE

# Tires

*"Actually Best"*

*Barclays*  
INC

715 Main St. :- Buffalo, N. Y.



1920



## 1912 Woodworth Treads

The 1912 Woodworth Treads with the quick adjusted fastening are now ready for delivery. With the new method of fastening, it is possible to easily apply and remove the treads in a very few moments. A tool for hooking up and unhooking the springs is furnished free with each tread.

The 1912 treads are made in two styles, the full-studded and center-studded. The full-studded are for use on very rough or rutty roads that wear the sides of the tire and the center-studded treads for comparatively smooth roads where the wear comes mostly on the center portion.

Woodworth Treads are practically puncture proof and are the best possible non-skid on muddy, wet or slushy streets. A tire used with them will last at least two or three times as long as if run bare besides being protected from punctures.

The Woodworth Treads prevent all road wear on the rubber, prevent all cuts from glass, stones, scrap iron and so forth, prevent the oil on oiled roads from rotting the rubber, prevent small cuts and wounds which do not reach the tube but which allow dirt and moisture to get in to rot the fabric, causing blowouts.

The average cost of the center-studded treads is less than half as much as the tire shoe.

28x3	\$ 8.75	30x3½	\$12.00	33x4	\$18.50	36x4	\$20.00
30x3	\$ 9.35	32x3½	12.50	34x4	19.00	36x4½	23.50

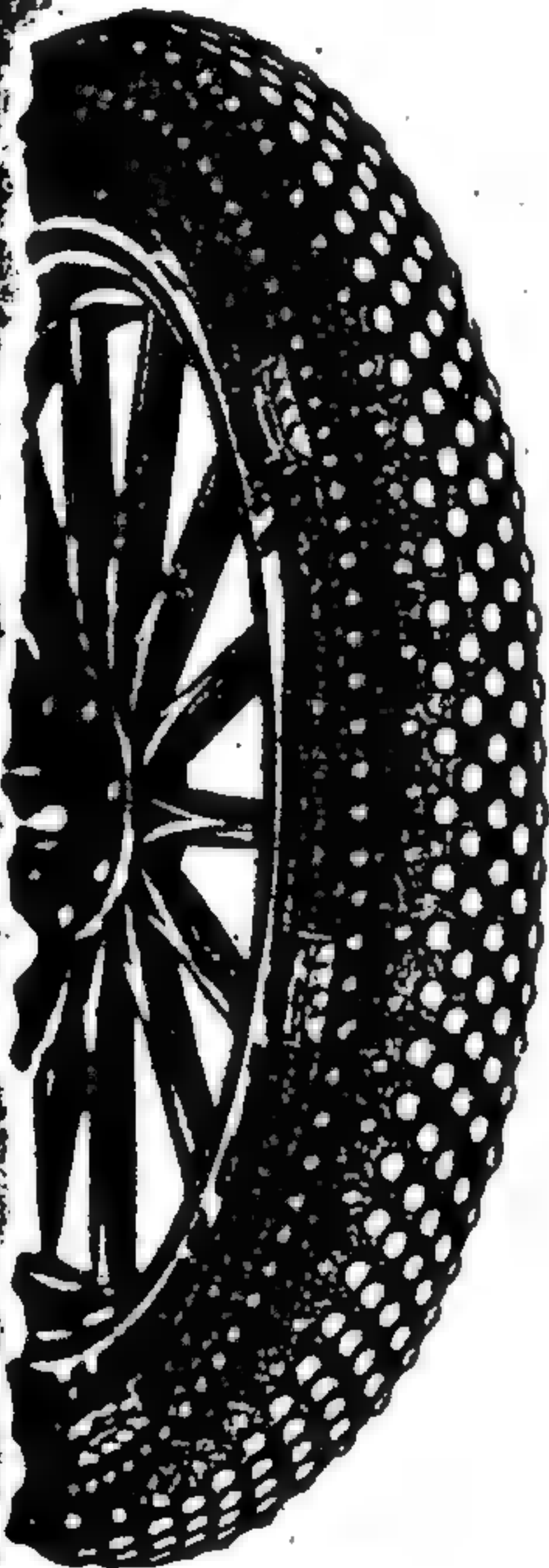
Other Sizes in Proportion

If you wish to reduce your tire expense and be free from tire troubles, send for circular showing the 1912 center-studded tread.

## Leather Tire Goods Company

Niagara Falls, N. Y.

Canadian Factory, Niagara Falls, Ontario





# 1912 Woodworth Treads

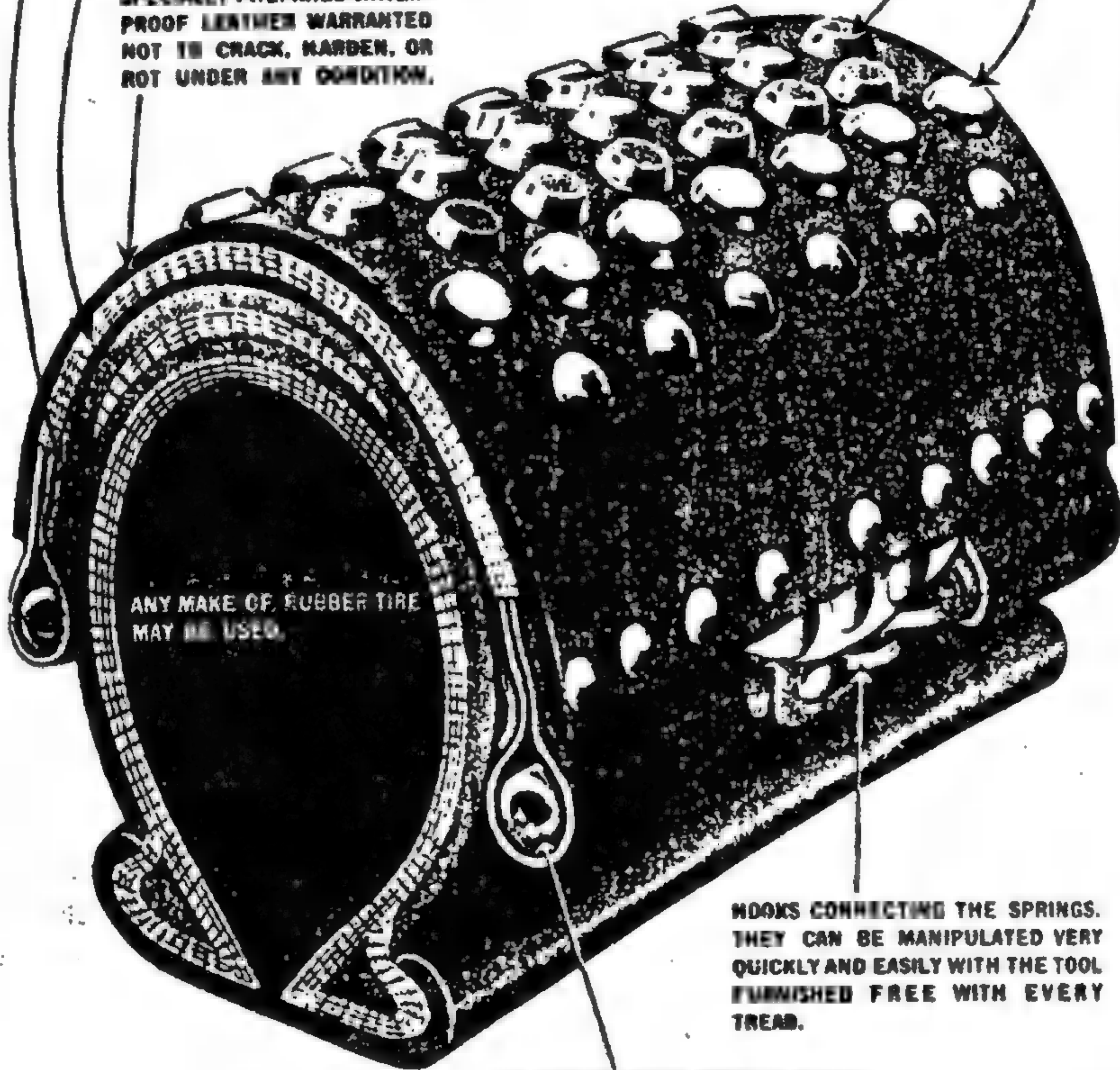
LINING OF TOUGH  
CHROME LEATHER.

SOFT STEEL RIVETS WHICH PREVENT  
SKIDDING ON PAVEMENTS.

REINFORCING STRIP  
OF STRONG INELAS-  
TIC FABRIC.

SPECIALLY PREPARED WATER-  
PROOF LEATHER WARRANTED  
NOT TO CRACK, HARDEN, OR  
ROT UNDER ANY CONDITION.

TEMPERED STEEL RIVETS, HARD AS  
GLASS, GIVE EXCEEDING LONG WEAR.



ANY MAKE OF RUBBER TIRE  
MAY BE USED.

HOOKS CONNECTING THE SPRINGS.  
THEY CAN BE MANIPULATED VERY  
QUICKLY AND EASILY WITH THE TOOL  
FURNISHED FREE WITH EVERY  
TREAD.

GALVANIZED STEEL SPRINGS WHICH  
HOLD THE TREADS ALWAYS PER-  
FECTLY TIGHT ON THE TIRES.

Note the many valuable features of the new Woodworth Treads.  
Note particularly the Quick-Adjusted fastening which enables one to apply the treads quickly and easily and which has been tested on over ten thousand treads, giving perfect results in every case. The coil springs hold the treads always perfectly tight, preventing any possibility of looseness to cause chafing or heating of the tire.

Note the hardened rivets where the wheel comes—this means long life.

Note the treated leather:—we guarantee this leather not to rot or become brittle under any conditions.

None of the features can be obtained in any tire protector but the Woodworth Tread.

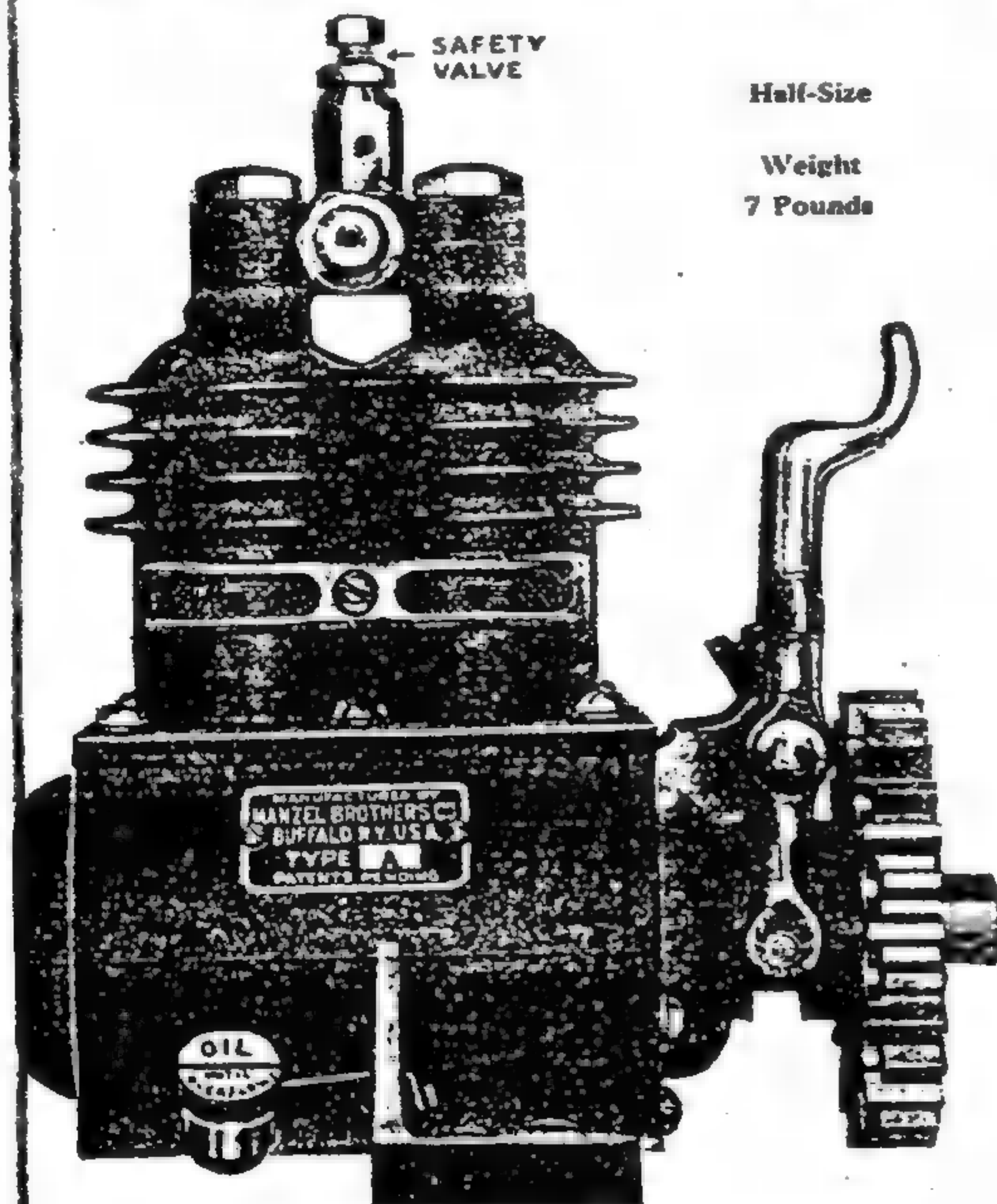
In spite of these improvements we have reduced the price to an extremely low figure.

Send for 1912 catalog showing the new prices.

**LEATHER TIRE GOODS CO., Niagara Falls, N. Y.**



# Stop that Back-Breaking Pumping Let Your Engine Pump Your Tires



Half-Size

Weight  
7 Pounds

Why on earth do you still bend over that hand-blistering, back-breaking hand pump, working harder on your pleasure trips than you do at your regular work? With beads of perspiration standing out on your forehead, and a general "all-in" feeling, pumping, pumping, pumping, trying to get that tire filled up. Finally quitting, with the pressure fifteen or twenty pounds low, when, by merely connecting a hose, you could have it pumped up correctly in less than three minutes with

## The Manzel Engine-Driven Tire Pump

You will never need to worry about punctures or blowouts when starting on a pleasure trip if you have a Manzel Pump on your car; for, at any time the tires require pumping, "the engine will do the work." Once installed on the car, it is always ready for use. It is built like an engine, having cast-iron cylinders, pistons and rings, and it is all metal. There is nothing in its construction that wears out or that requires replacing, and it supplies absolutely pure air to the tires.

**Furnished with complete fittings for attaching to practically all popular cars**

We have complete fittings for attaching to Abbott-Detroit, Buick, Cadillac, Cole, Carter Car, Chalmers, Hudson, Howard, Kissel-Kar, Maxwell, Michigan, Mitchell, Oakland, Overland, Packard, Paige-Detroit, Reo, Speedwell, Studebaker, Stutz and other cars.

We furnish everything complete and anyone can connect them. There is no machine work to be done. The services of a mechanic are not required. We will attach the pumps at our Babcock Street Service station, without extra charge to any car for which we have regular attachments. The complete installation can be made in less than one hour's time.

**MADE IN BUFFALO**

**SOLD EVERYWHERE**

**1914**

Write for telephone for catalogue and full information

**Manzel Brothers Company**

PHONES { Federal 16933  
              { Bell H-1009 W

**309-319 Babcock Street (Near Seneca) Buffalo, N. Y.**



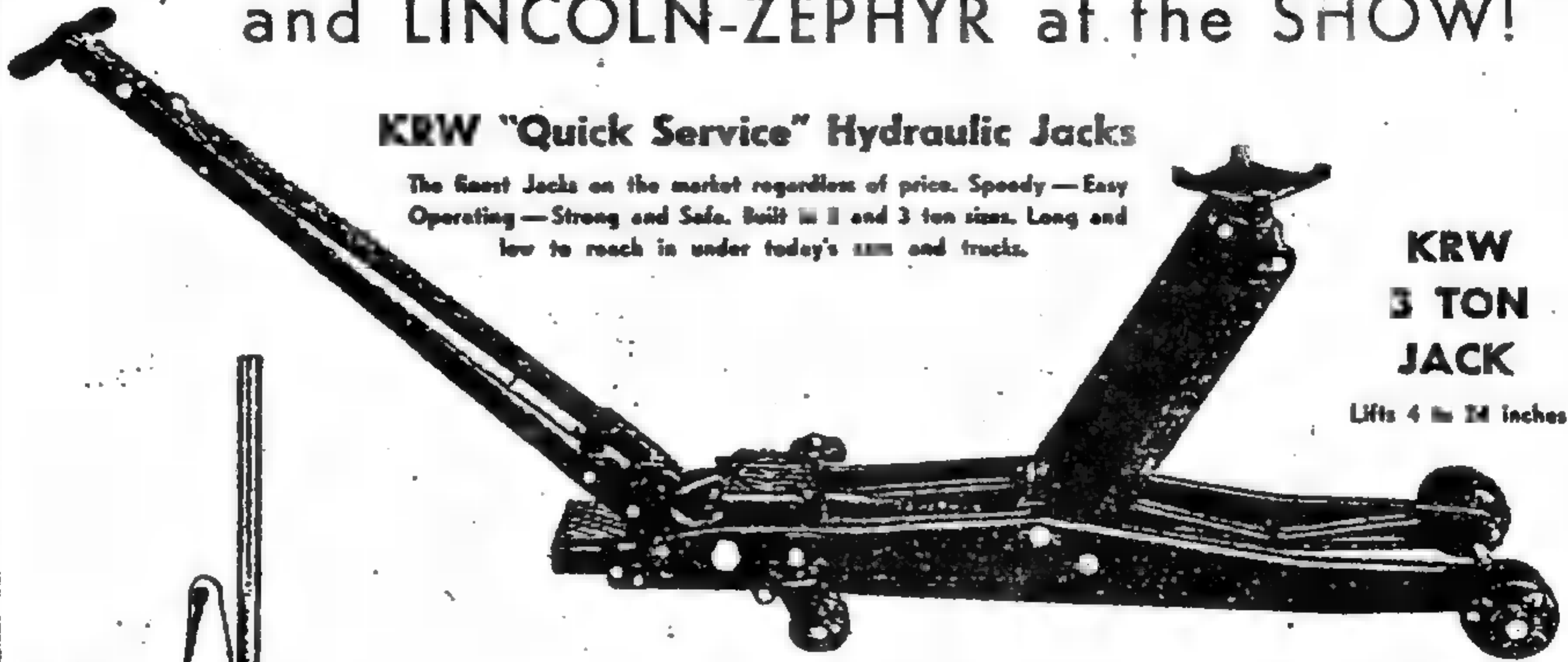
# SEE THE KRW EXHIBIT OF NEW TOOLS FOR SERVICING THE 1939 FORDS, MERCURY and LINCOLN-ZEPHYR at the SHOW!

## KRW "Quick Service" Hydraulic Jacks

The finest Jacks on the market regardless of price. Speedy — Easy Operating — Strong and Safe. Built in 2 and 3 ton sizes. Long and low to reach in under today's cars and trucks.

**KRW  
3 TON  
JACK**

Lifts 4 in 24 inches

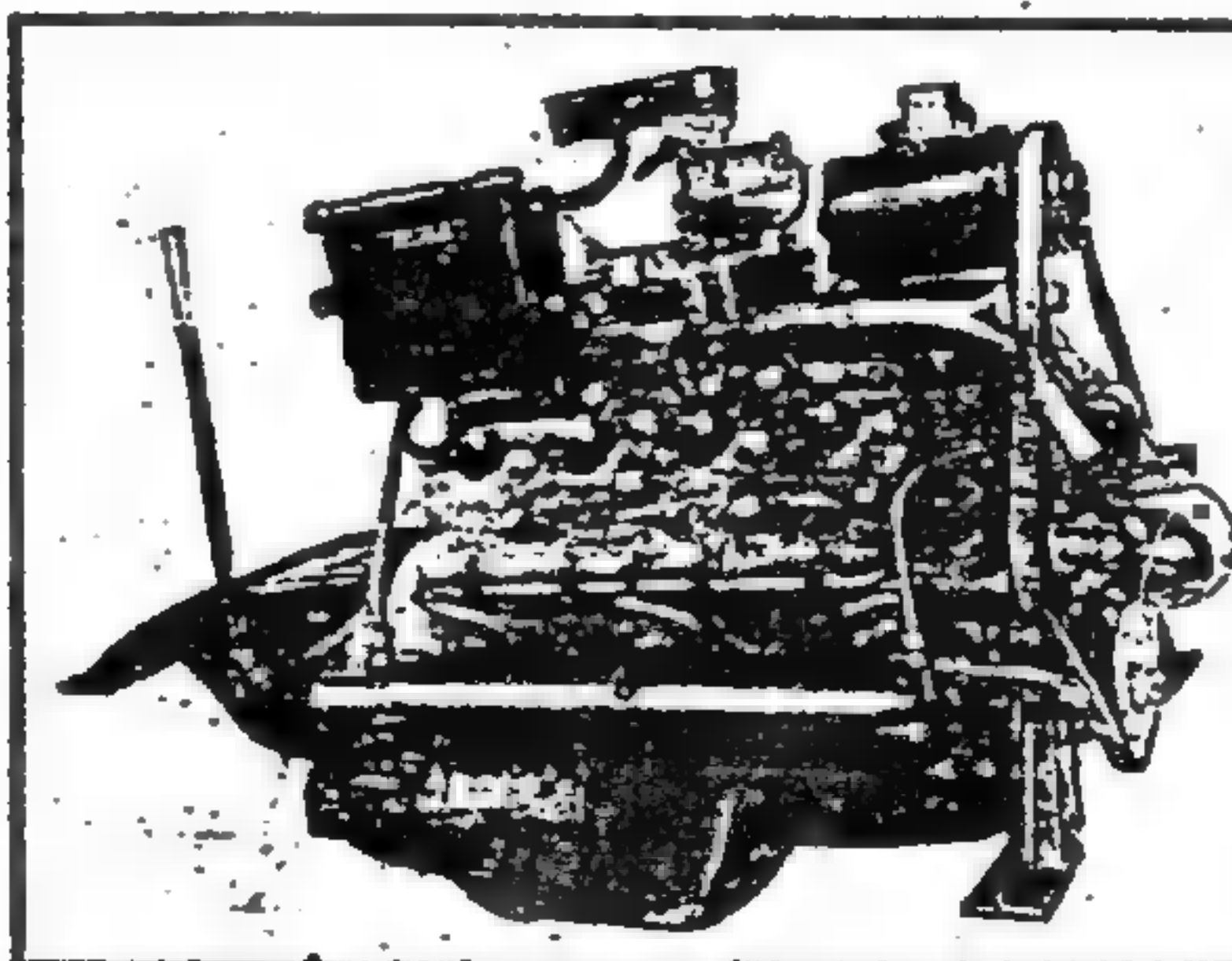
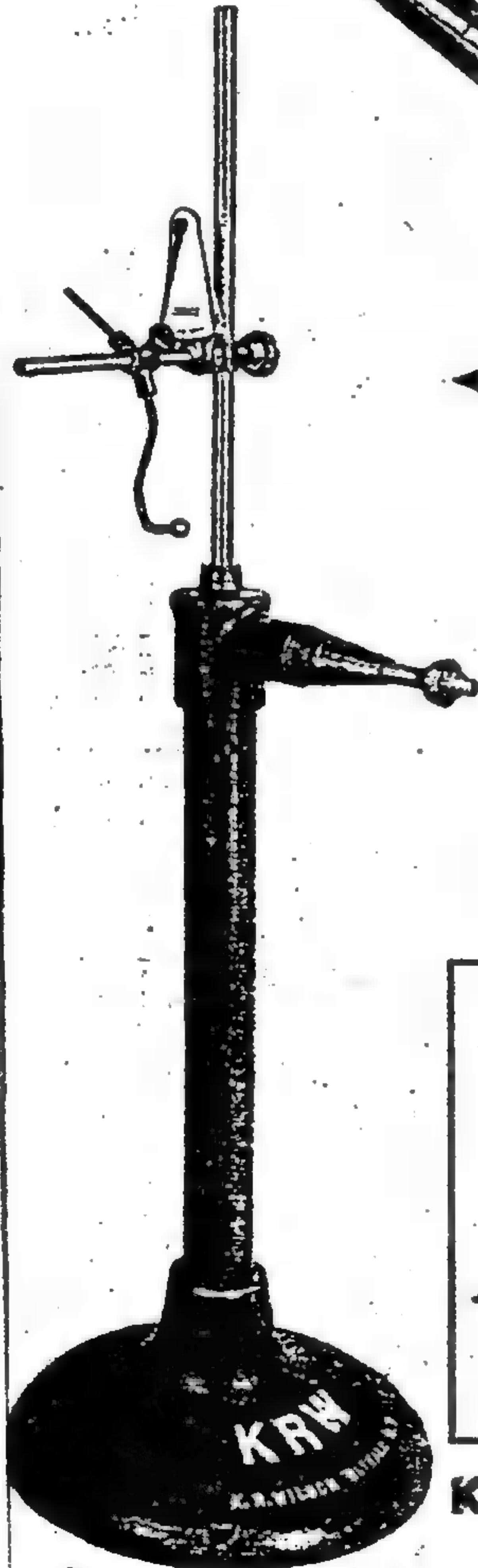
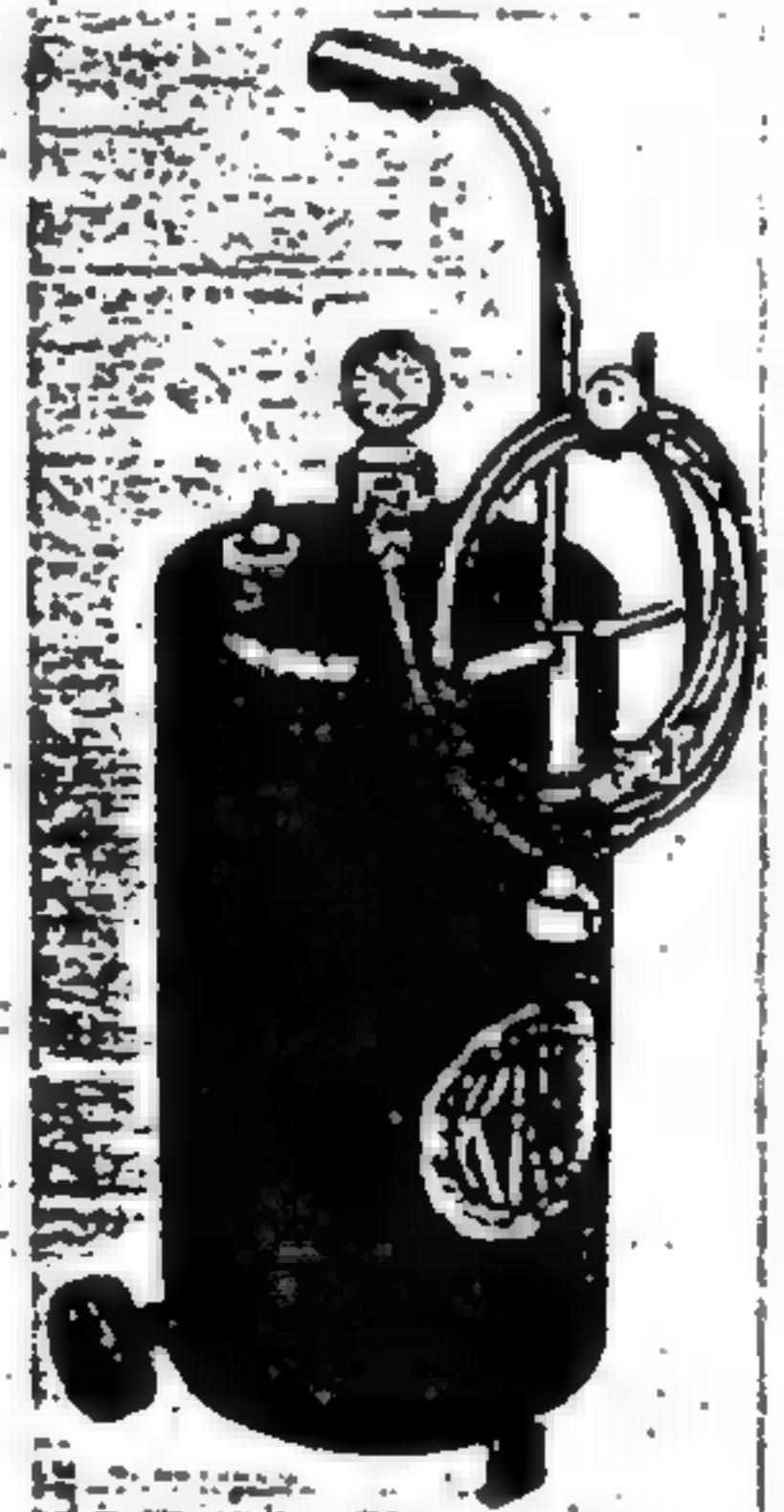


## ← KRW Wheel Checking and Balancing Machine

This machine checks tires for radial runout — flat spots, lateral — or wobble. Checks Brake Drums for concentricity and wear. Checks wheels for runout of bead seat. Checks Tire and Wheel Assembly for balance. Today's high speeds make balanced wheels a necessity. Every garage should be equipped to render this service.

## KRW Hydraulic Brake Filler

1939 Ford V-8, Mercury and Lincoln-Zephyr cars will be equipped with Hydraulic Brakes. This new KRW equipment has been designed to enable every Ford Service Station to maintain these quality brakes in proper operating condition. Let us tell you about it at the Show.



## KRW Marine Conversion of the Ford V-8 "65"

Here is the Marine Engine that gives you more for your money — Power, Speed, Dependability, Low Cost. Now being used in every type of craft — from runabout to Cruiser. If you are a boating fan let us show you this KRW Engineered Marine Conversion at the Show.

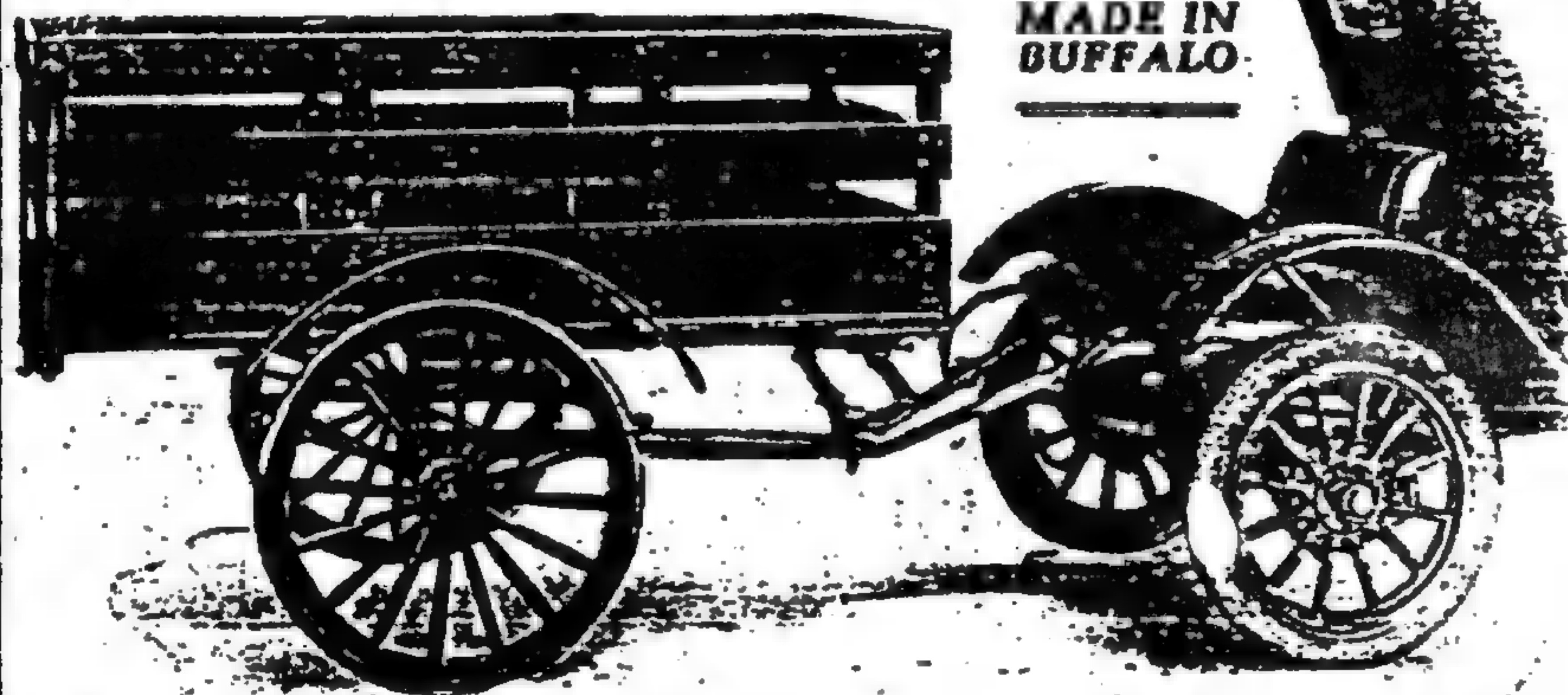
**K. R. WILSON, 10 Lock St., Buffalo, N. Y.**

Builders of Shop Equipment for Ford Dealers for 24 Years



1916

# Let Us Show You This Trailer



ONE of these trailers will double the efficiency of your automobile and perfectly combine a pleasure car with all high-grade truck or delivery auto. Send for complete information and list of local agents. Ask for demonstration.

## THE ROSE PERFECT TRACK TRAILER

115-117 Brayton Street

TUPPER 699-W

Buffalo, N. Y.

1916



# TOURING OUTFITS

897  
Main St.

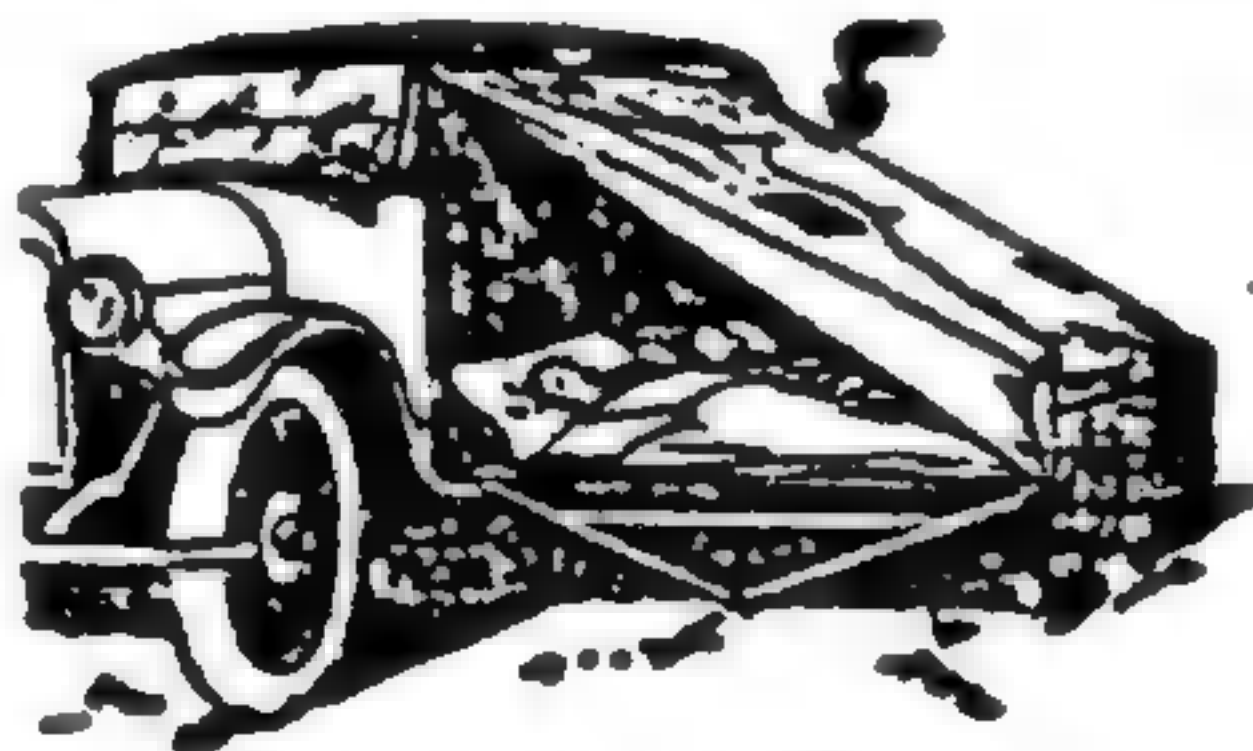
STARK MFG. CO., Inc.

Tupper  
1356

Kamp Trailers, Auto Beds, Tent-o-Beds, Folding Gasoline and Wood Stoves, Gasoline Lamps and Lanterns, Kampwell Auto Blankets, Luggage Carriers, Motor Cribs, etc.

GOLD MEDAL CAMP FURNITURE.

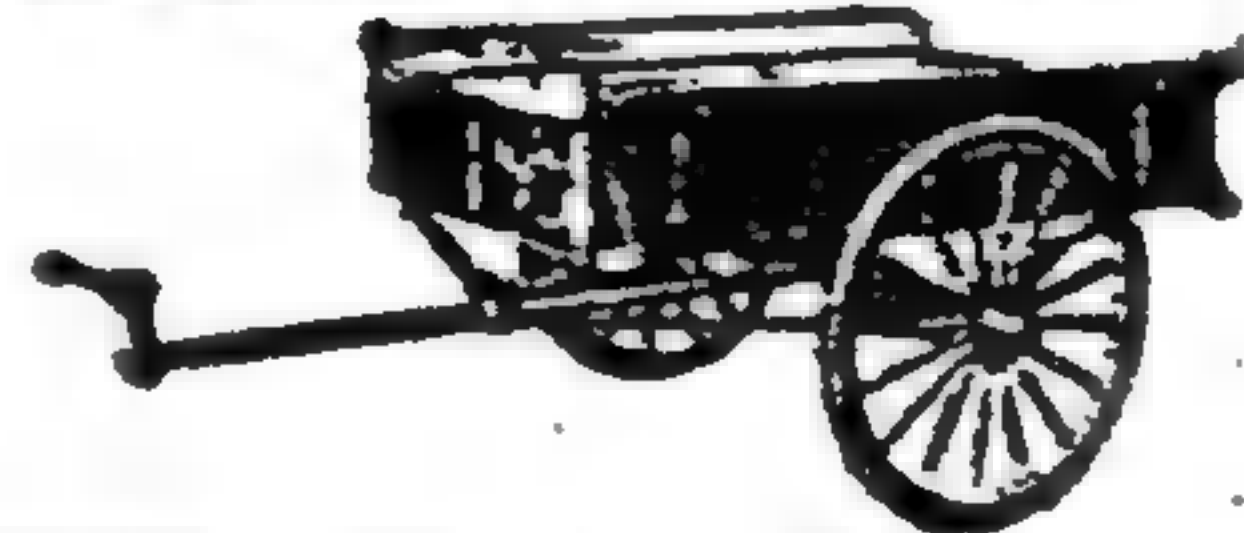
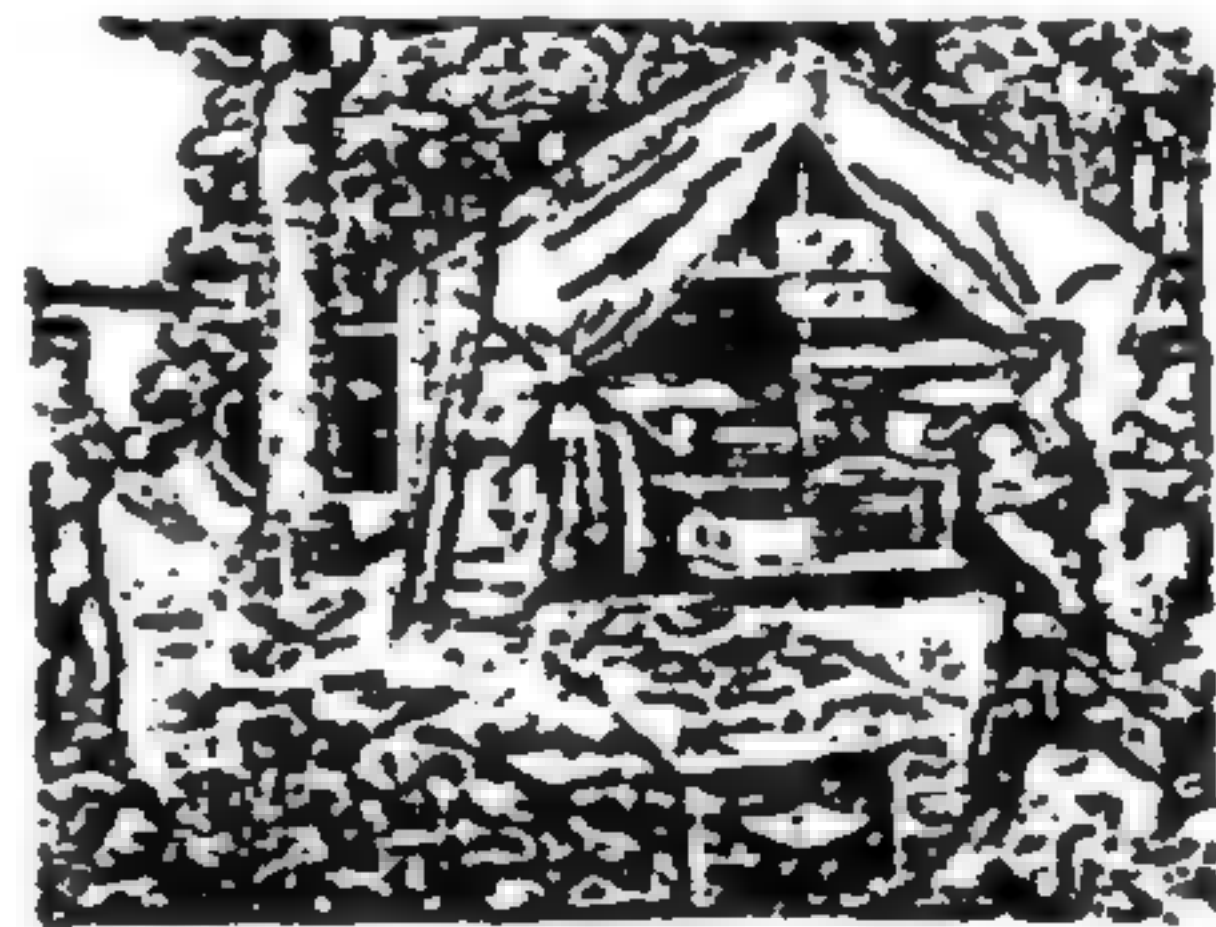
**Recine Tops** Inclosed Car Comfort and Style at reasonable cost.



Auto Bed and Tent.

Awnings & Tents  
Canopies for weddings, etc. Waterproof truck, hood and radiator covers made to order.

Catalog sent on request.

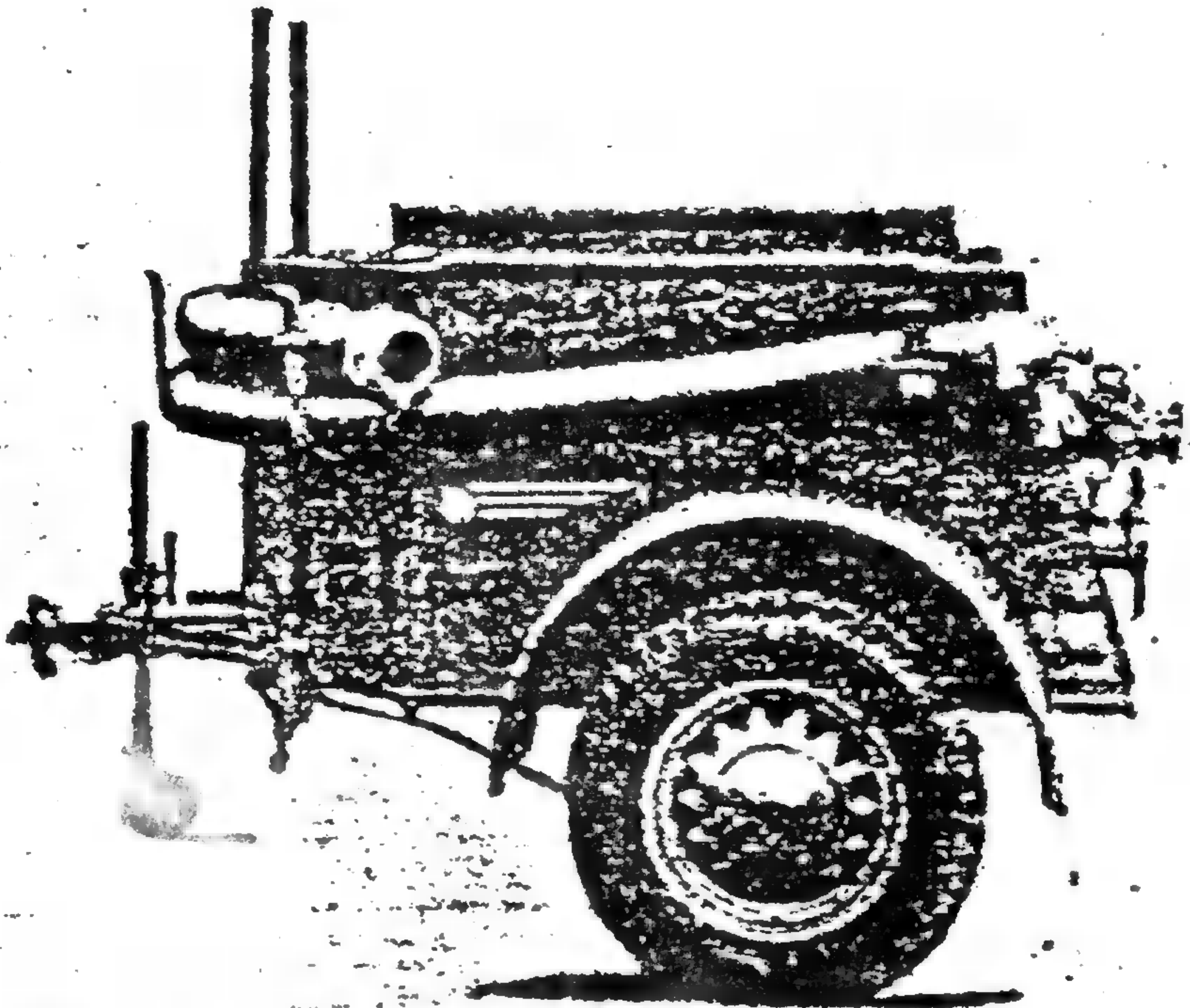


*Hitchon*

Auto Kamp and Auto Trailers

1920





Buffalo Trailer-Pumper, a self-contained auxiliary unit with 114 b.h.p. engine, 500 g.p.m. pump and compartments for 300 ft. hose. Easily transported by towing.

# **BUFFALO**

## **FIRE APPLIANCE CORPORATION**

**Buffalo 2, New York**

*Established 1895*

1940s



# SOLVING TRUCKING PROBLEMS CUTTING TRANSPORTATION COSTS THAT'S OUR BUSINESS!



The Best Equipped Plant of its Kind in America  
READY TO SERVE YOU 24 HOURS A DAY -- EVERY DAY

## Our Leadership In The Truck Equipment Field

is the result of many years of specialization . . . . . our experienced transportation engineers have surveyed and analyzed many trucking problems. Having a complete line of dependable truck equipment we recommend, without bias, the right equipment for your particular needs and for any chassis. You cannot afford to buy any kind of transportation equipment without consulting us. OUR COMPLETE SERVICE includes a deferred payment plan for equipment installed on partly or fully paid for chassis. ♡ ♡

FRUEHAUF TRAILERS  
TRUXMORE THIRD AXLES  
TE - CO DUMP BODIES  
TE - CO PLATFORM BODIES  
MEAD - MORRISON WINCHES AND CRANES  
ST. PAUL HYDRAULIC HOISTS  
FAGER THIRD AXLES  
COLUMBIAN TRUCK TANKS  
WAYNE BUS BODIES  
B-K BRAKES

### BRANCHES

ROCHESTER, N. Y.  
84 Spencer - - - Culver 1643-W  
SYRACUSE, N. Y.  
213 Plum Street - - Phone 32188  
BINGHAMTON, N. Y.  
145 Vestal Avenue - - Phone 7536  
JAMESTOWN, N. Y.  
253 Falconer St. Phone 54613

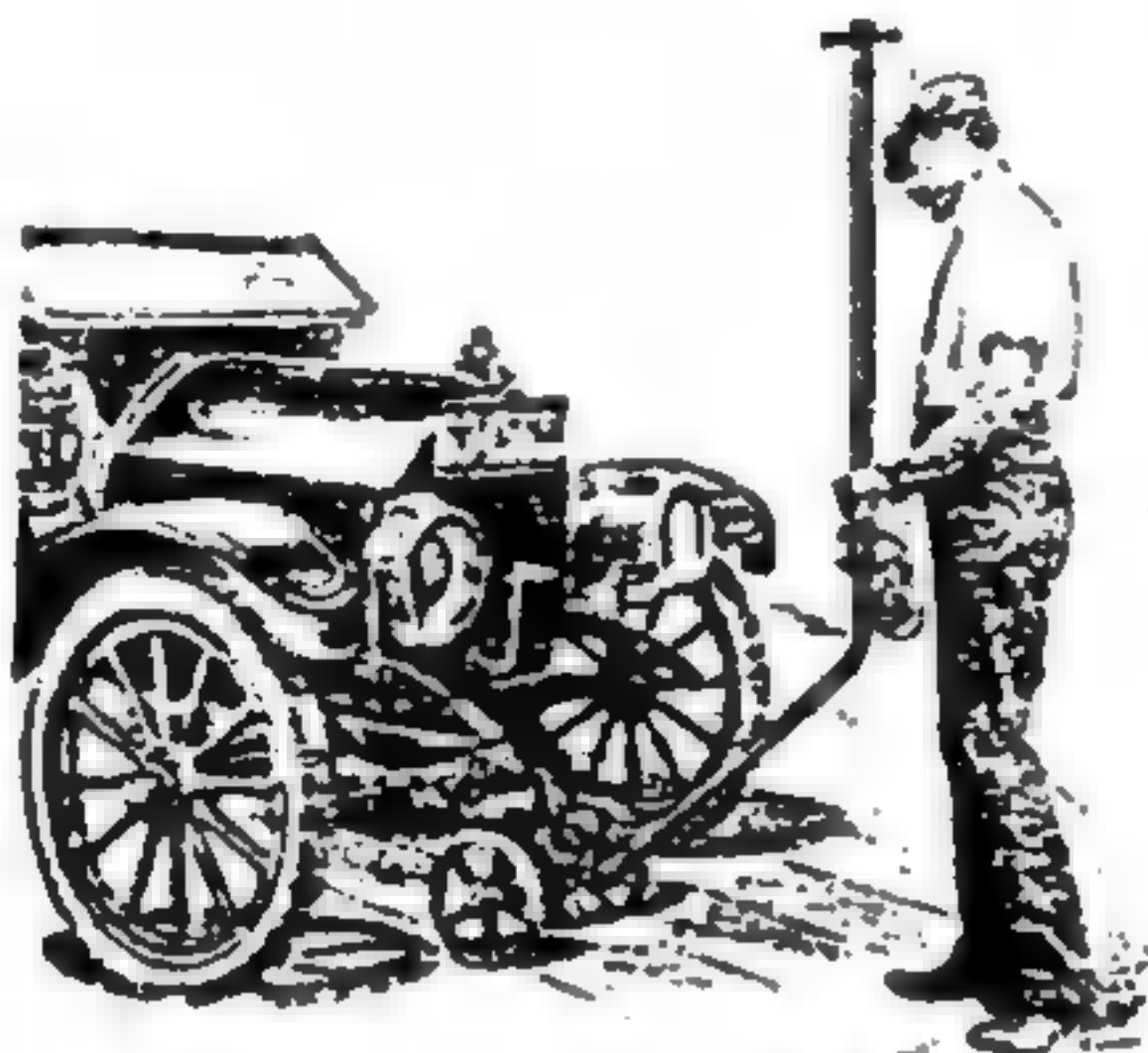


Designers, Distributors and Manufacturers of  
Dependable Equipment for Motor Trucks

1931



# The AUTO TURN JACK



APPROACHING THE CAR

Takes the Place of a  
Turntable at Less  
than One-Third  
the Cost



MAKING THE ADJUSTMENT

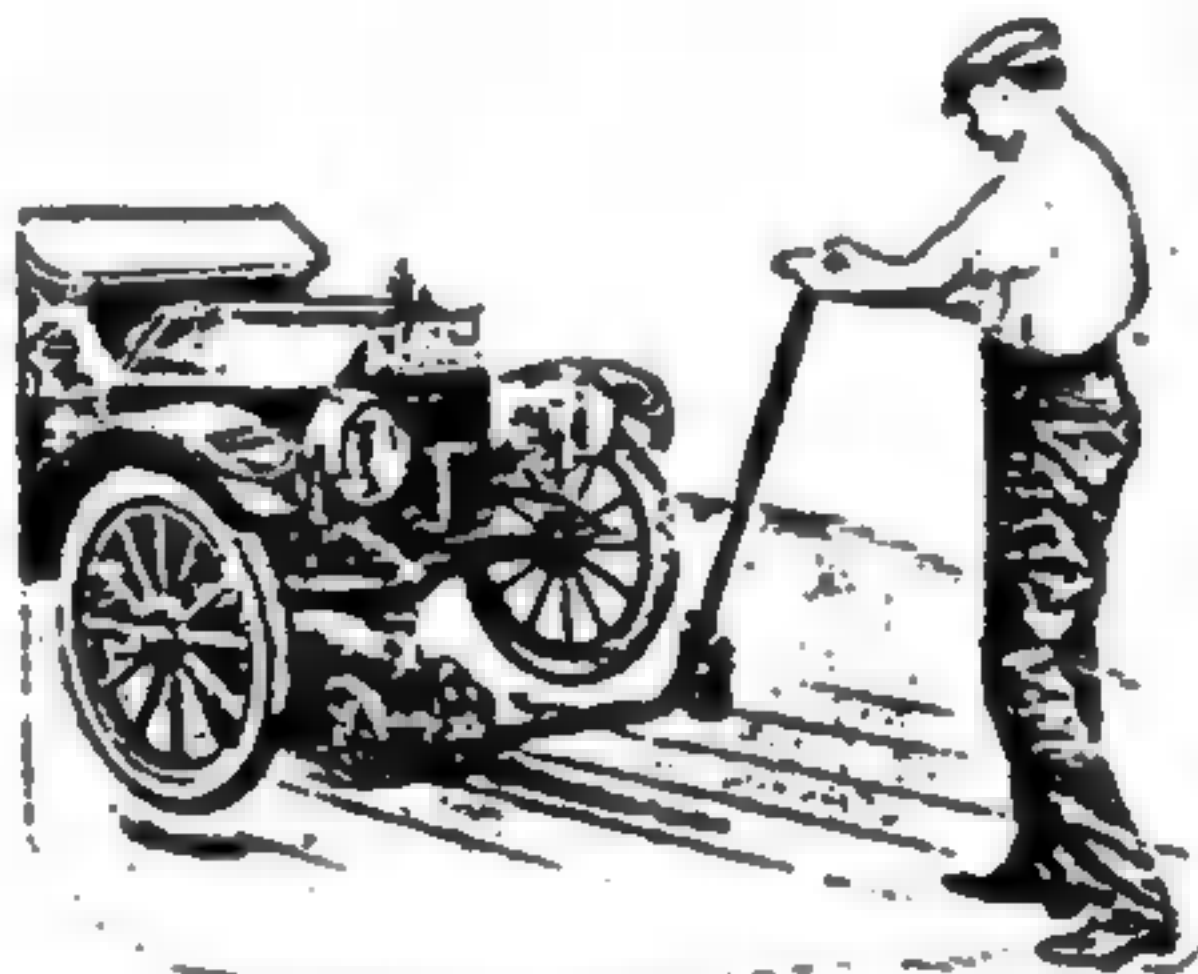
**WEIGHT, 100 POUNDS--INSTANT ADJUSTMENT FOR ALL  
HEIGHTS OF AXLES--HANDLE 5 FT. LONG, GIVING  
SUFFICIENT LEVERAGE FOR ONE MAN TO LIFT  
AND PLACE THE LARGEST TOURING CAR**

Minneapolis, March 19th, 1914.

Rub-On Mfg. Co.,  
87 Brayton St., Buffalo, N. Y.

Gentlemen—We have had one of your Auto Turn Jacks in service for the past five or six months and find it to be a great labor saver. We can recommend it to anyone very highly who is in need of one of the Jacks, as it is all that it is claimed to be. If our business permitted us to use another one, we certainly would not hesitate in buying it.

Yours very truly,  
Northwestern Cadillac Company,  
By L. KRIEG, Garage Foreman.



RAISING THE CAR

Buffalo, N. Y., Dec. 12th, 1913

Rub-On Mfg. Co.,  
Buffalo, N. Y.

Gentlemen—We have had your Auto Turn Jack in service for the past ten days and we find it absolutely indispensable. We figure this Jack will save us between \$1,000 and \$1,500 in time in shifting cars around our Showroom and Repair Shop. We thought you would be interested in knowing just how pleased we are with the Jack.

GEORGE OSTENDORF

**"BETTER THAN A TURNTABLE"**

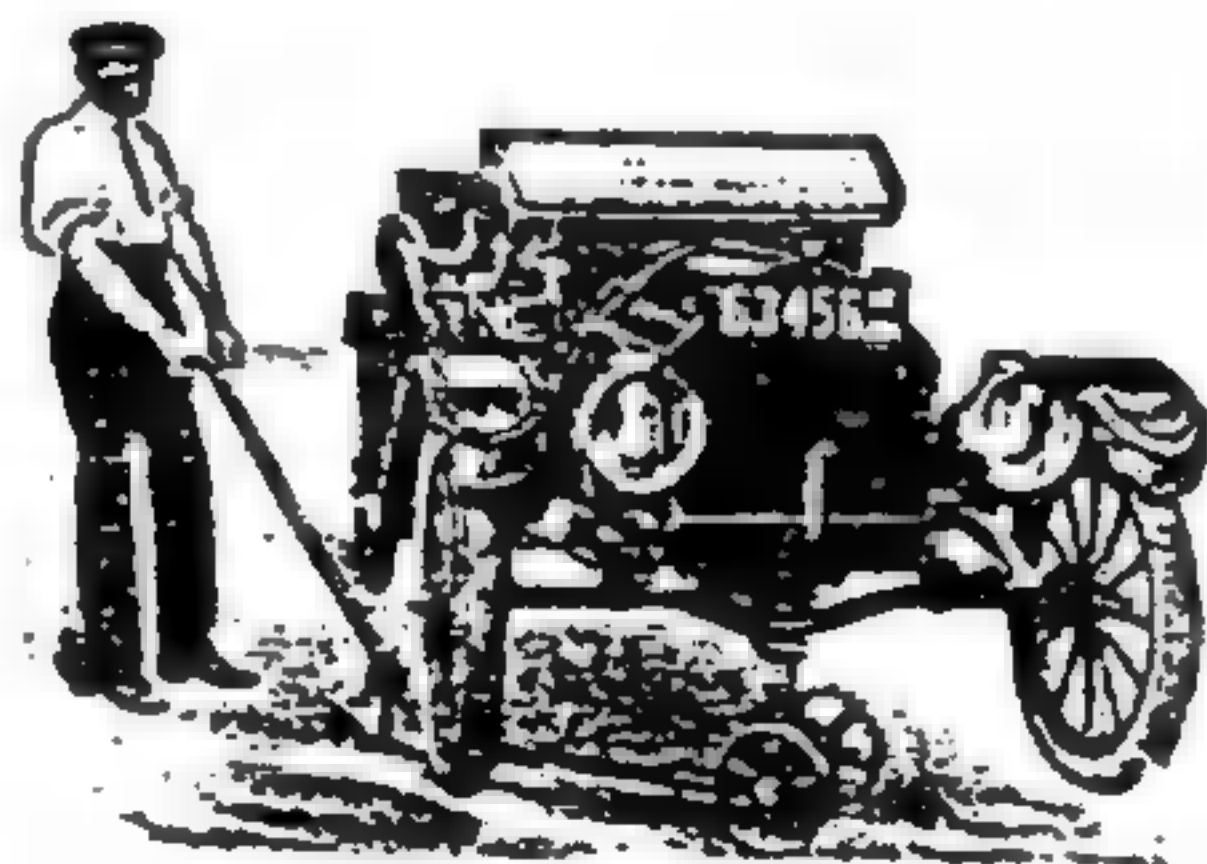
**Price, \$25.00**

## A NIGHT FEATURE

**ONE MAN can take cars  
to and from the  
wash rack**

**YOUR DEALER WILL  
SUPPLY YOU OR WE WILL**

**Telephone for a  
Demonstration**



TURNING THE CAR



SHIFTING CAR FROM REAR END

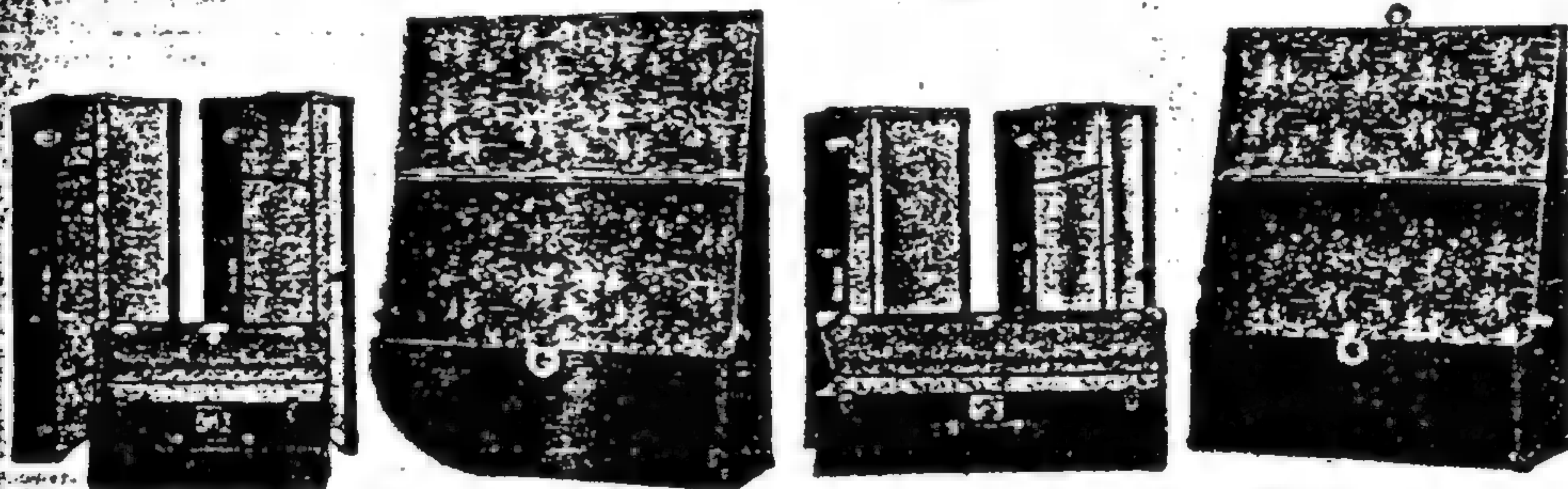
PATENTED AND MANUFACTURED BY

**RUB-ON MANUFACTURING CO. INC**

97 Brayton Street, Buffalo, N. Y.



# Bingham Auto Trunk



**No. 5 Auto Trunk—3 Cases.**

No. 5 —32" long 12" wide, 24" high.

No. 05 —27" long, 12" wide, 24" high.

**No. 4 Auto Trunk—3 Cases.**

No. 4 —32" long, 12" wide, 24" high.

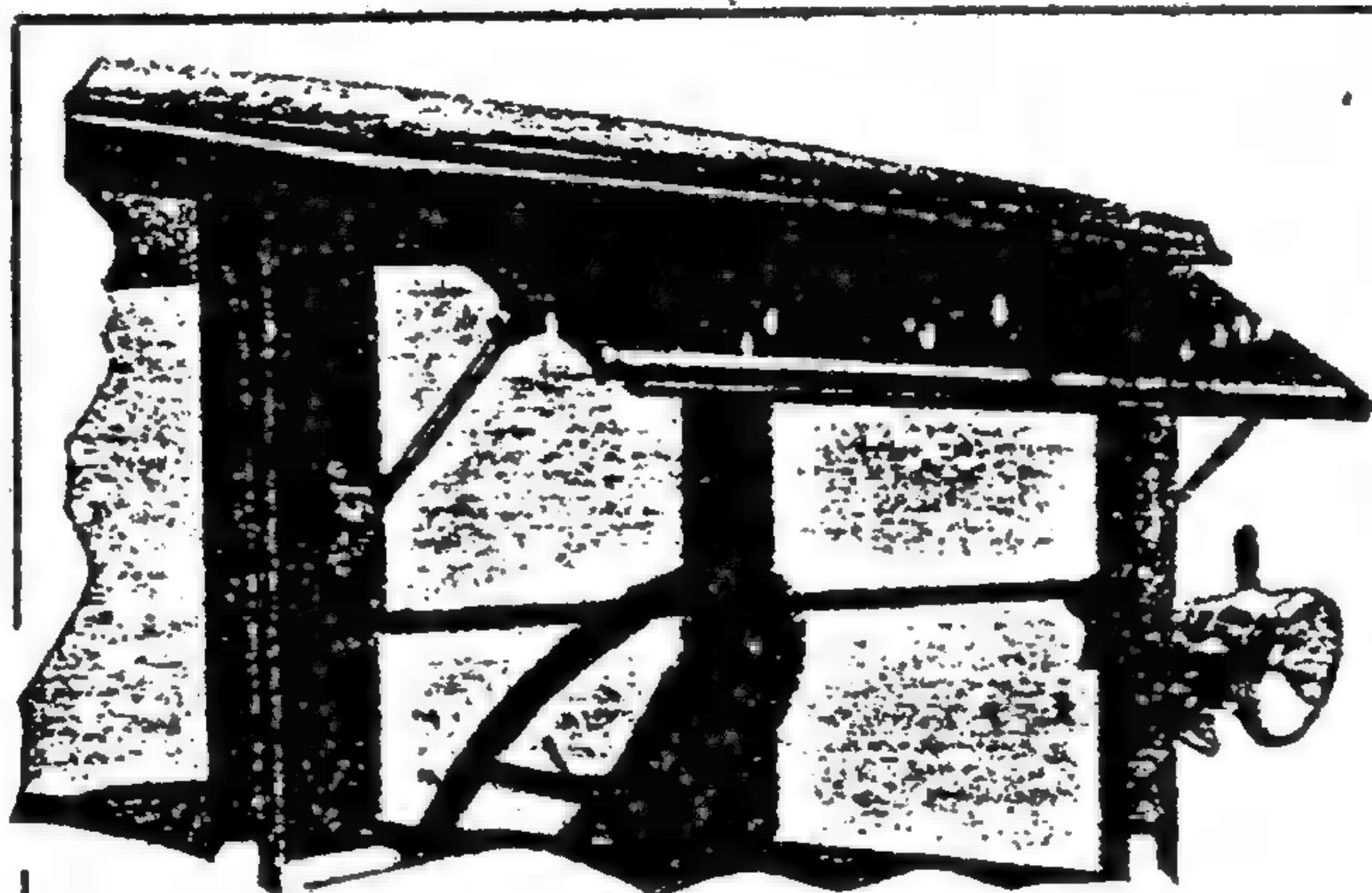
No. 04 —27" long, 12" wide, 24" high.

Made of three-ply veneer lumber, covered with heavy enameled duck, Yale Lock. Contain two regular black-enamel suitcases and one special size case. A set of locking clamps with each trunk, to attach (without injury) to any running board.

Buy through your dealer. Send for circular.

**Bingham Trunk Co., Manufacturers, Buffalo, N. Y.**





Visors

Make Driving Safe

STOP GLARE AND

KEEP OFF MOST RAIN

MODEL A

\$7.50

At Accessory

Dealers

MODEL B

\$3.00

**BUFFALO FORGE COMPANY**

490 Broadway

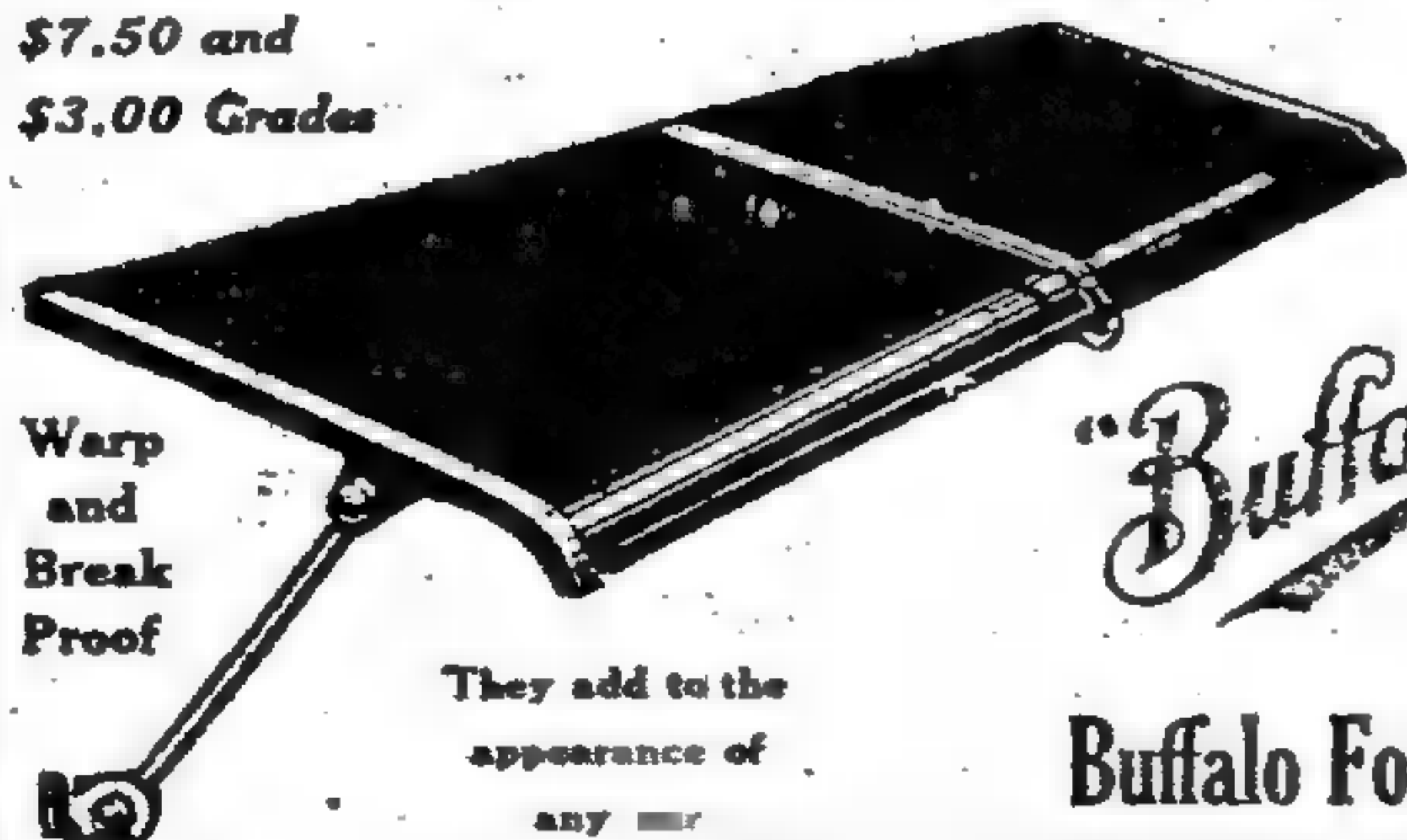
Buffalo, N. Y.

1924

1924

**NON-TRANSPARENT VISORS ALONE ARE SAFE—**

\$7.50 and  
\$3.00 Grades



Warp  
and  
Break  
Proof

They add to the  
appearance of  
any car

glare is only slightly reduced by any other kind in use



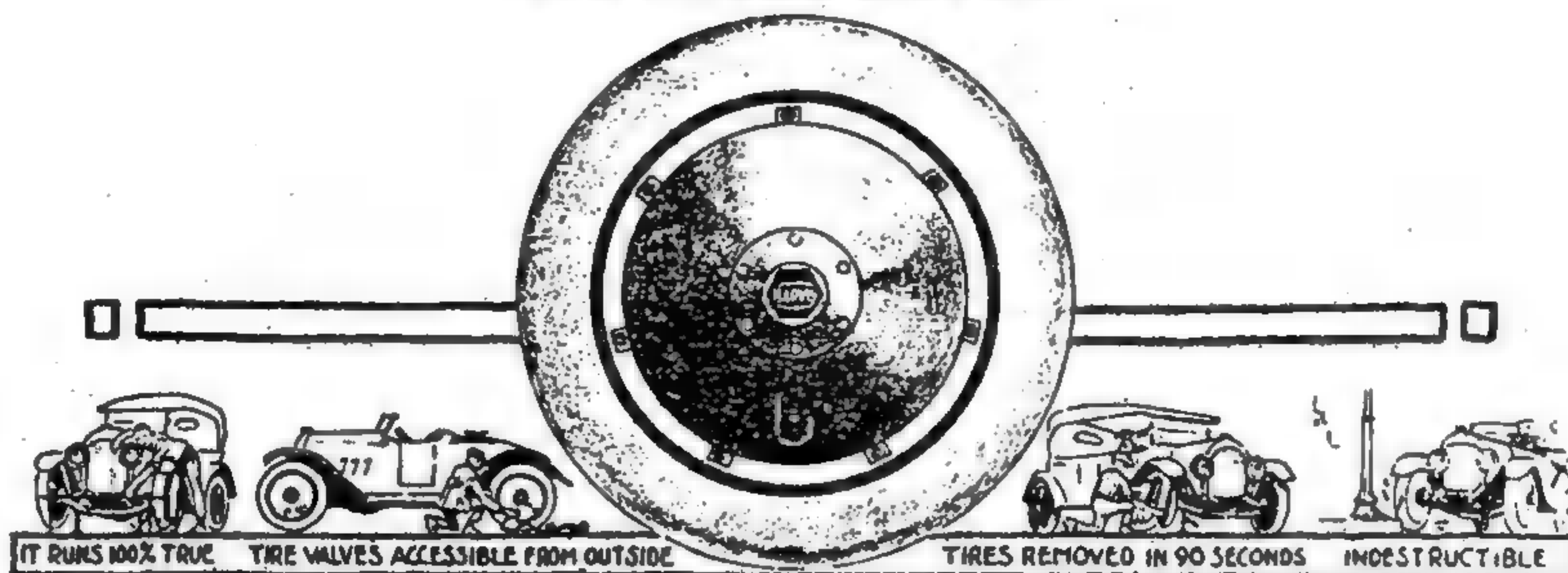
Visors

Buffalo Steel Visors are durable and free from rattle.  
Look for the red Buffalo on [mark] under side of visor

**Buffalo Forge Company**

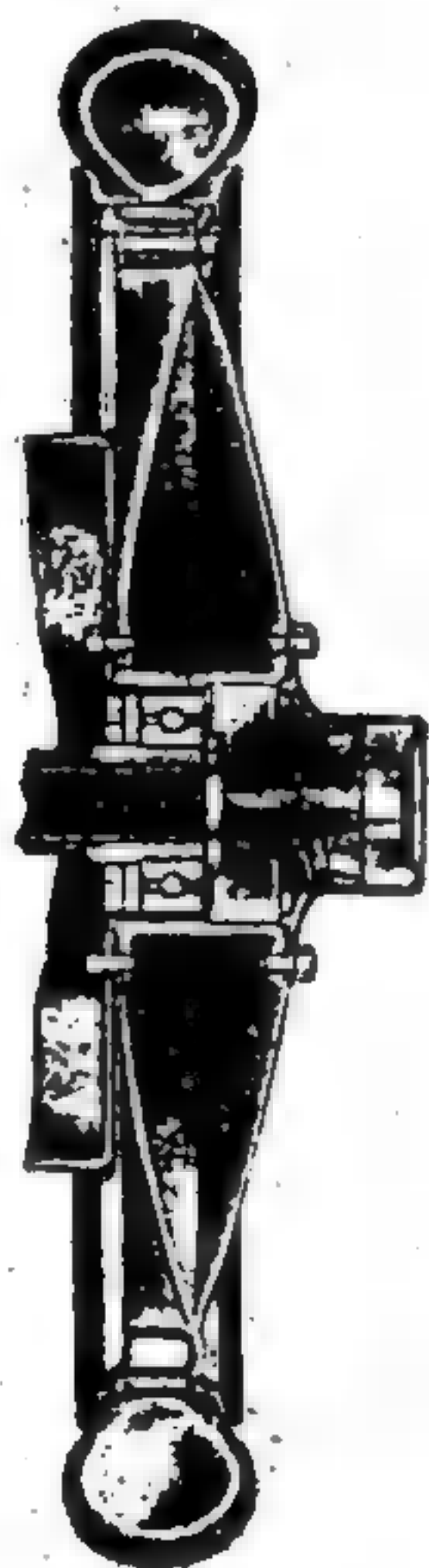
490 BROADWAY  
BUFFALO, N. Y.





# And now — The Wheel that adds Convenience to Class

"Give me strength; Give me speed; Give me riding-comfort; Give me distinctiveness; And when you can give me all these, with greater convenience, then, indeed, you will have carried motoring a long way forward."  
—The Automobilist



These improvements exactly were finally worked out—by an American. And so practically—so deftly have they been worked out that one marvels at the simplicity of the thing.

The Harvey Steel Wheel comprises three discs. The bulge of the two outer discs forms a hollow unit (strength without weight) reinforced by the third disc. Utter simplicity marks the construction of this wheel. The minimum of parts has been used. Old-fashioned wedges and clamps have been forgotten.

The liability of "springing" has been eliminated. For the parts which cause rattles on most wheels new and simpler parts have been designed.

In the rim of the Harvey Wheel lies perhaps its greatest advantage. Seven bolts suffice to hold it to the wheel. Its removal is utterly easy—a matter of a minute and a half.

The rim itself is a masterpiece of ingenuity. It consists of three interlocking sections of equal length, easily unlocked for the removal of the tire from the rim. When the semi-inflated tube is inserted in the casing, two of these curved sections are fitted into place along the bead, and the third is snapped into position to complete the circle.

Here alone is a feature which recommends the Harvey Steel Wheel to every motorist. It is the new departure from old inconvenience.

The valve stem of the tire is easily accessible on the Harvey Wheel. That point has been one of special concern. Upon the outer surface of each wheel you will see a little plate. This plate, when removed, gives ready access to the valve. And the last obstacle to the perfection of the disc wheel has been removed.

We have called the Harvey Steel Wheel "the Wheel of the Future." Such we believe it to be—a new feature in motoring, and which points the way to a new enjoyment in motoring.

It has not stopped with the enhancement of car beauty. It has brought new and un-thought-of convenience.

It is an interesting story—the story of the Harvey Steel Wheel. And it is told in a fourteen-page booklet, "Distinctiveness in Auto-Wheels," done in colors. This booklet will fascinate the motor enthusiast. A two-cent stamp will bring it to any motorist or dealer.

And a word here to dealers. It will be well for you to write at once for terms. This in order that you may be fully protected on deliveries.

Local Agents, Ellicott Motor Service Corporation, 322 Ellicott Street, Buffalo.

**HARVEY**

BUFFALO

**HARVEY RIM & WHEEL CO**

**HARVEY**

U.S.A.

1919





Tightening up the Houk Wheel on a special jig which makes rim absolutely concentric with the hub and square with the axle.

# **HOUK** QUICK-CHANGE **WIRE WHEELS**

## One of Buffalo's Greatest Industries

Three years ago wire wheels were an interesting novelty; today they are an acknowledged necessity.

In the big, busy Houk plant, equipped with \$300,000.00 worth of special machinery, a perfect wire wheel is completely built, enameled and shipped every fifteen seconds.

Every day, car loads of wheels leave the factory en route to car builders or car dealers throughout the country.

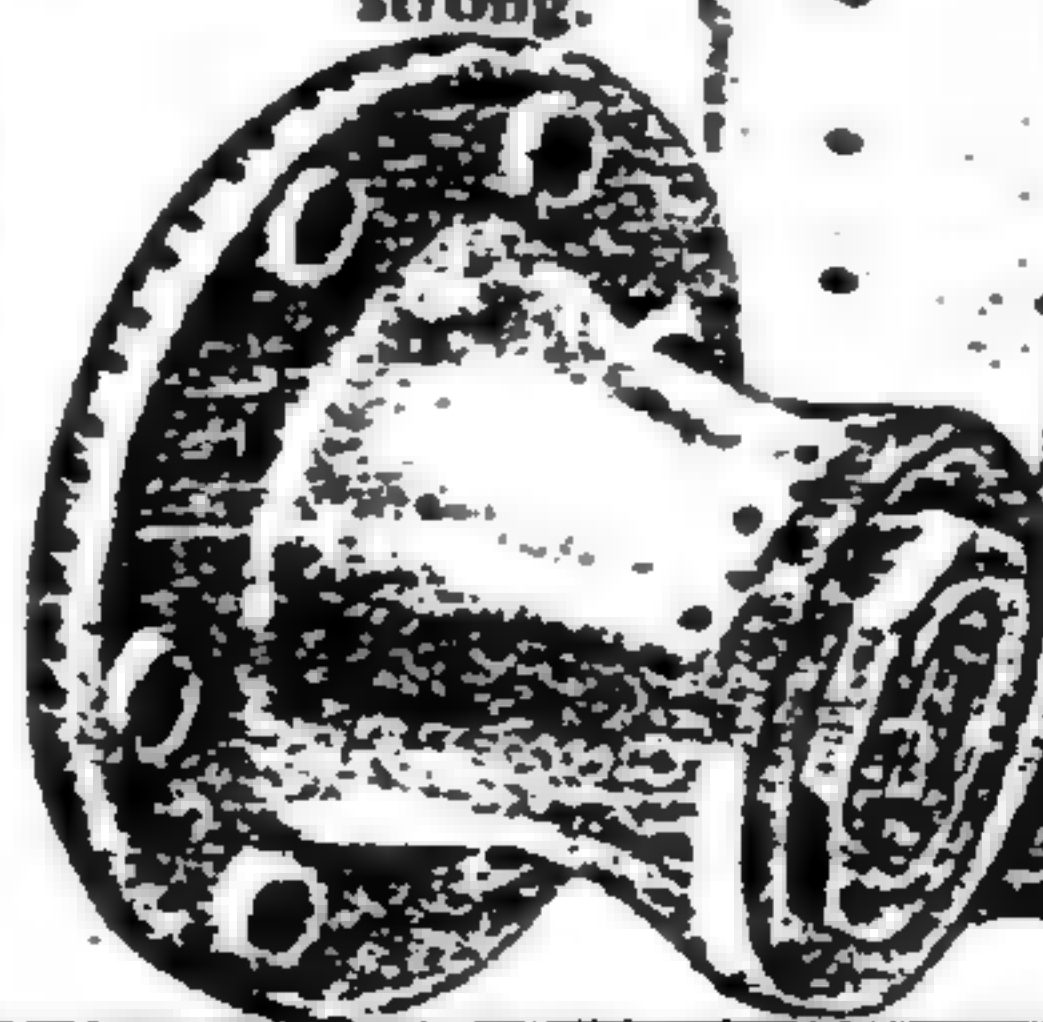
Every-day orders for car loads of wheels come by telegraph and never is the supply quite equal to the demand.

Even with the new additions to the Houk plant it is difficult to supply the tremendous demand for wire wheels occasioned by the rapid advance in motor car engineering and the popular, almost universal, demand for wire wheels on new cars.

Truest strongest rim that can be produced

Spoke that will carry 3200 pounds. The spokes always in use in one wheel will carry a load of 80 tons.

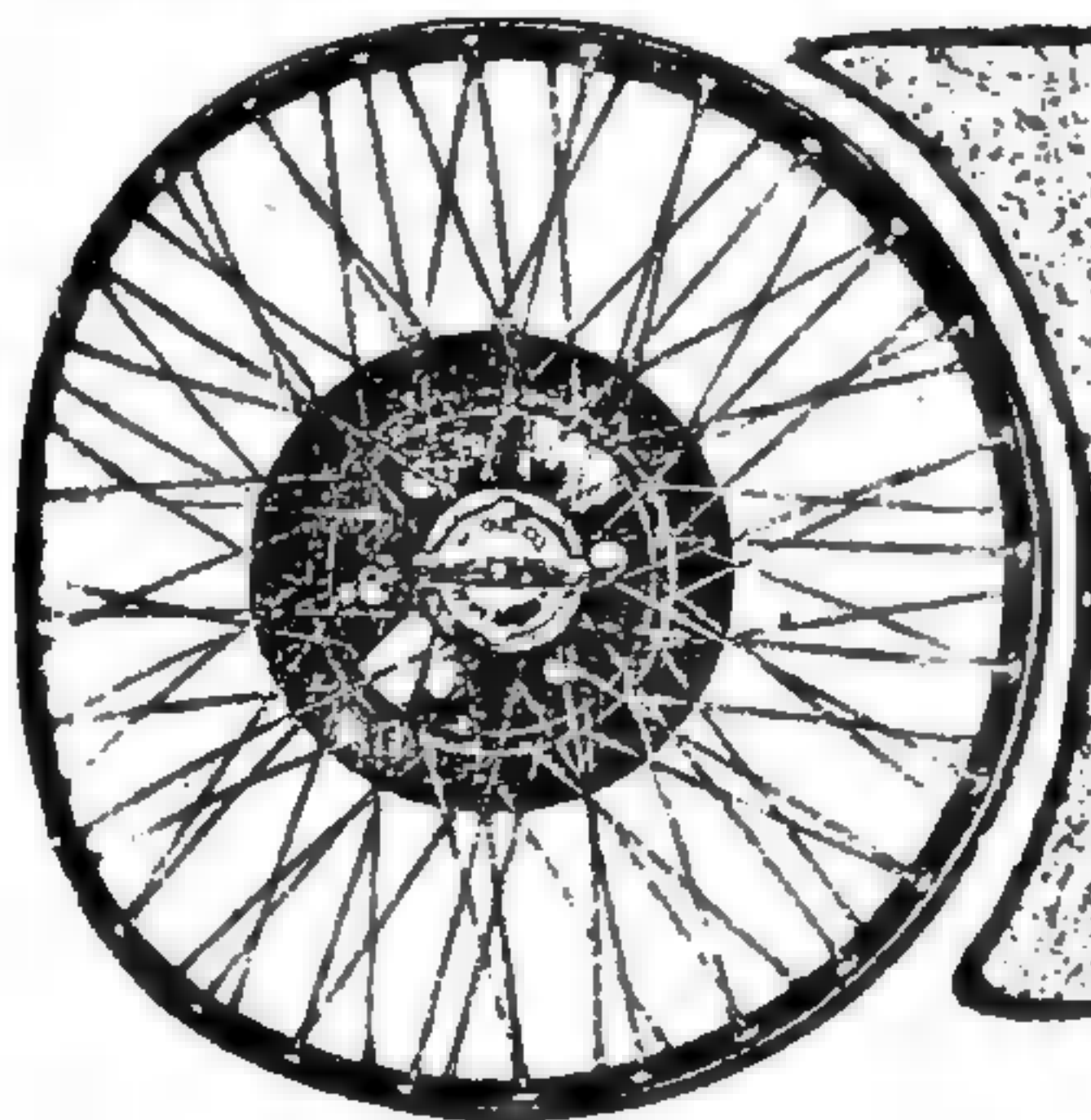
Pressed steel hub — indescribably strong.



**MOTOR PARTS CO.,** Distributors

1064 Main Street





# HENRY FORD Bought This WIRE WHEEL MINERVA For His Own Personal Use

It is not alone in tire economy that wire wheels excel, but as well in their ability to make cars more easy riding and more easily controlled.

70%  
MORE  
TIRE  
MILES  
**WIRE  
McCUE  
WHEELS**

The wheels on the big sumptuous Minerva limousine, as it is shown herewith, and which was bought by Henry Ford for his own personal use, mean an added comfort and smoothness that could not possibly be obtained with other wire wheels.

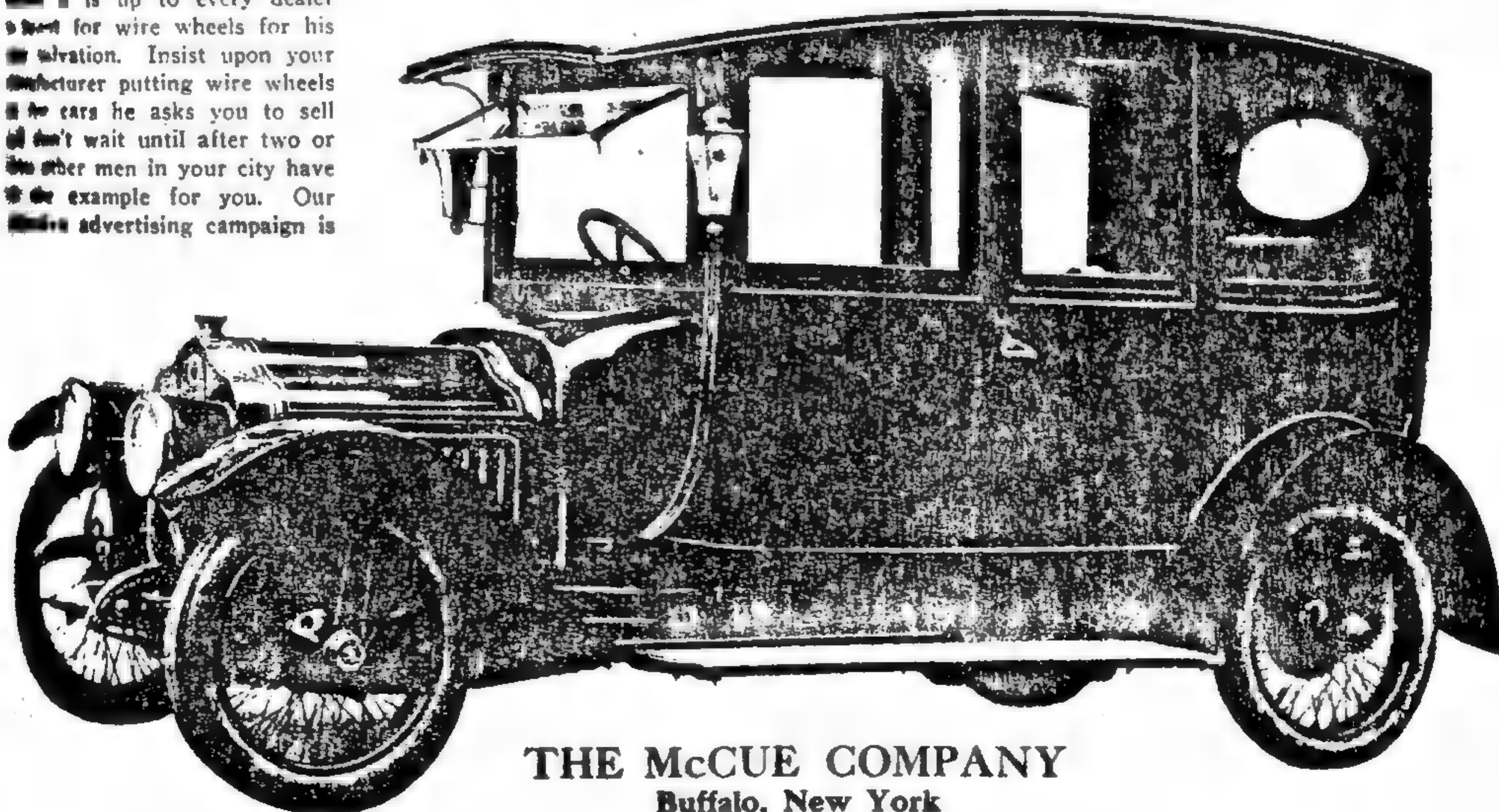
Of course, the big factor to be considered by every man regarding the question of wire wheels, is that they are—after an actual six months' test by the English Daimler—showing an increase of tire life of 68.75% where wire wheels were used as against wooden wheels.

If you can guarantee your prospects such a terrific increase in tire life you can sell a great many more cars. Ask any question. For this is up to every dealer to insist upon your manufacturer putting wire wheels on the cars he asks you to sell. Don't wait until after two or three other men in your city have set the example for you. Our advertising campaign is

acquainting the buying public with the fact that wire wheels are superior in every way over wooden wheels. That means that the public is going to demand wire wheels—that means that the man who sells a wire wheel equipped car will have the best chance of dominating the situation in his territory.

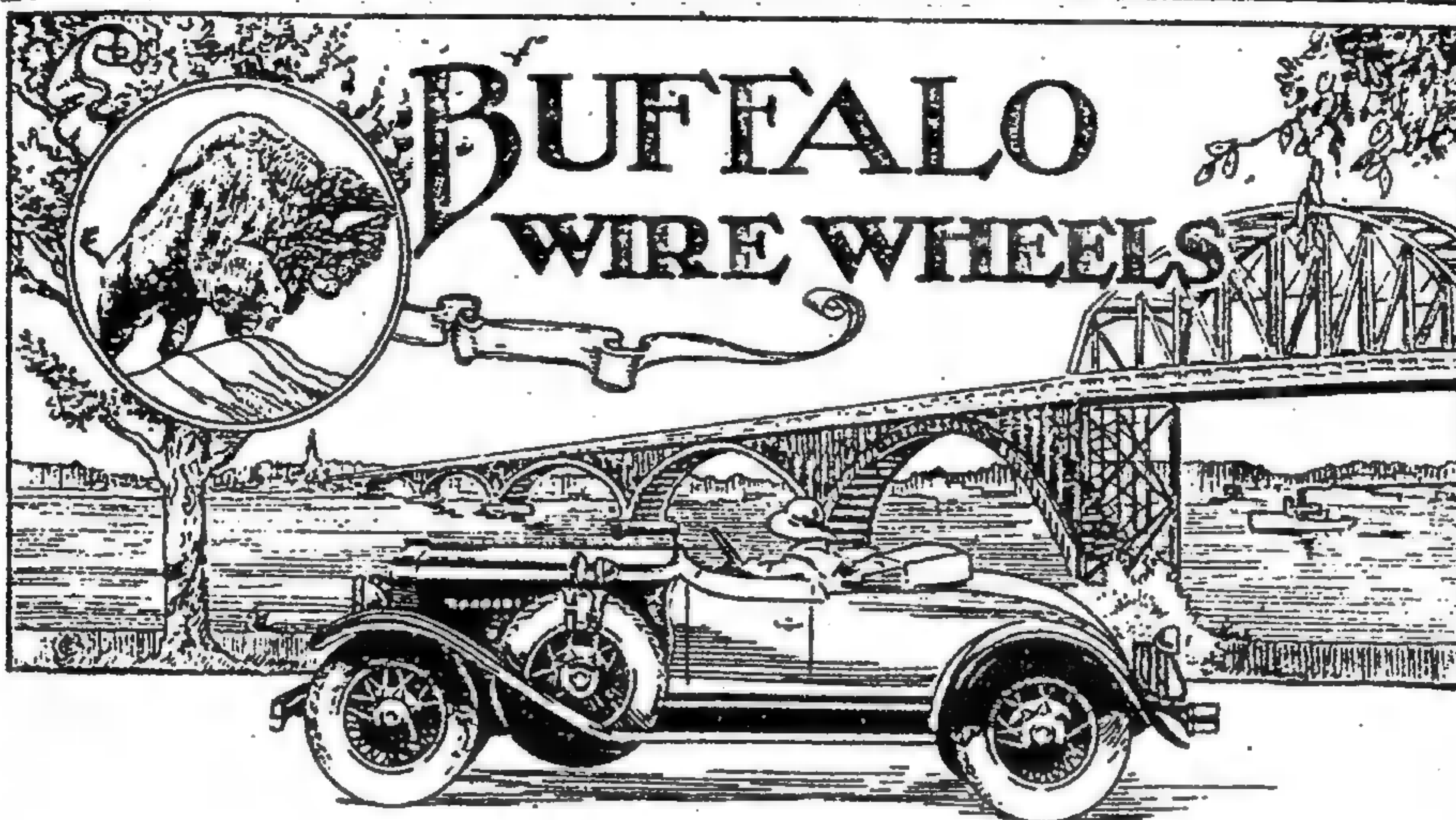
McCue axles are so constructed as to admit of the use of either wire wheels or wooden wheels on the same spindle. There is no reason in the world why you cannot have wire wheels on your cars.

For further information, write us.



**THE McCUE COMPANY**  
Buffalo, New York





## The Vogue!

THIS year the automobile has risen to new heights in the urge toward beauty—the beauty of sweeping graceful lines, bright flashing colors and individual smartness. That is why you see Buffalo Wire Wheels everywhere today. Their trim beauty lends an added charm to the finest cars and they lead in interpreting the Vogue for smartness to the Motoring Public.

SMART ~ STRONG ~ ECONOMICAL

{ Buffalo Wire Wheels are furnished for all makes of cars. They are seen on such leaders of automobile perfection as Cadillac, Lincoln, Pierce Arrow, LaSalle, Buick and many others. }

WIRE WHEEL CORPORATION OF AMERICA

1700 Elmwood Avenue

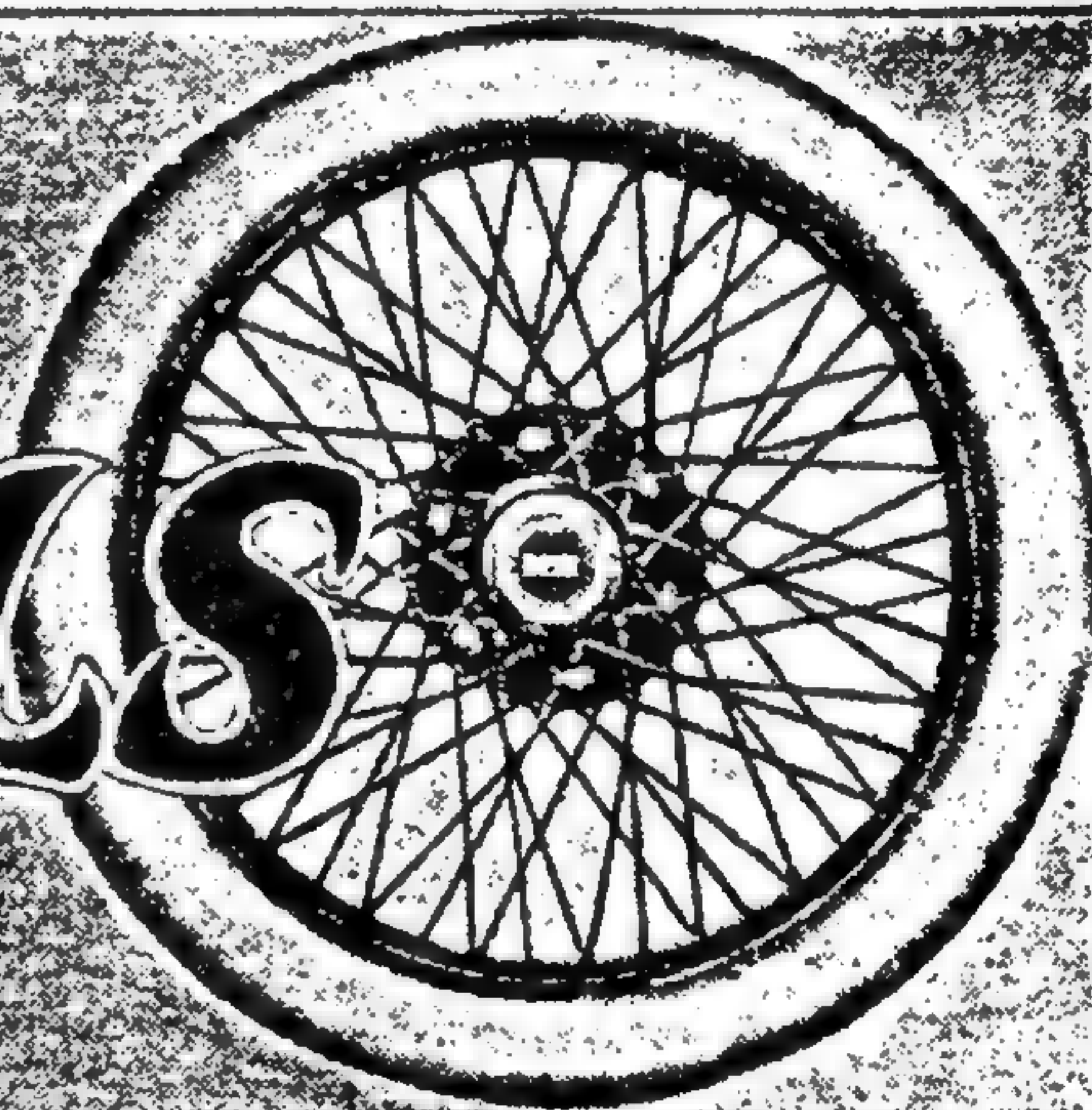
BUFFALO, N. Y.

*Service Stations in All Leading Cities*

1928



# WIRE WHEELS



for SAFETY and STRENGTH  
QUICK CHANGE  
BEAUTY and COMFORT

WIRE WHEEL CORPORATION of AMERICA

(Successors to Houk Manufacturing Co.)

Factories: BUFFALO, N. Y., and SPRINGFIELD, MASS.

Direct Factory Branches and Service Stations:

New York, 835 Eleventh Ave. at 57th St. Chicago, 234 & Indiana Ave. Philadelphia, 328 N. Broad St.  
Detroit, 16 Davenport St. Los Angeles, 1101 South Hill St. San Francisco, 1243 Van Ness Ave.

1918



# HOUSE

QUICK CHANGE

## WIRE WHEELS

### FOR FORDS

A set consists of five wire wheels, four inner hubs, four hub caps, hub cap wrench, and spoke nipple wrench.

Finished in White,  
Black, Red, Cream  
—color optional.

### WIRE WHEEL CORP. OF AMERICA

(Successor to Houk Mfg. Co.)

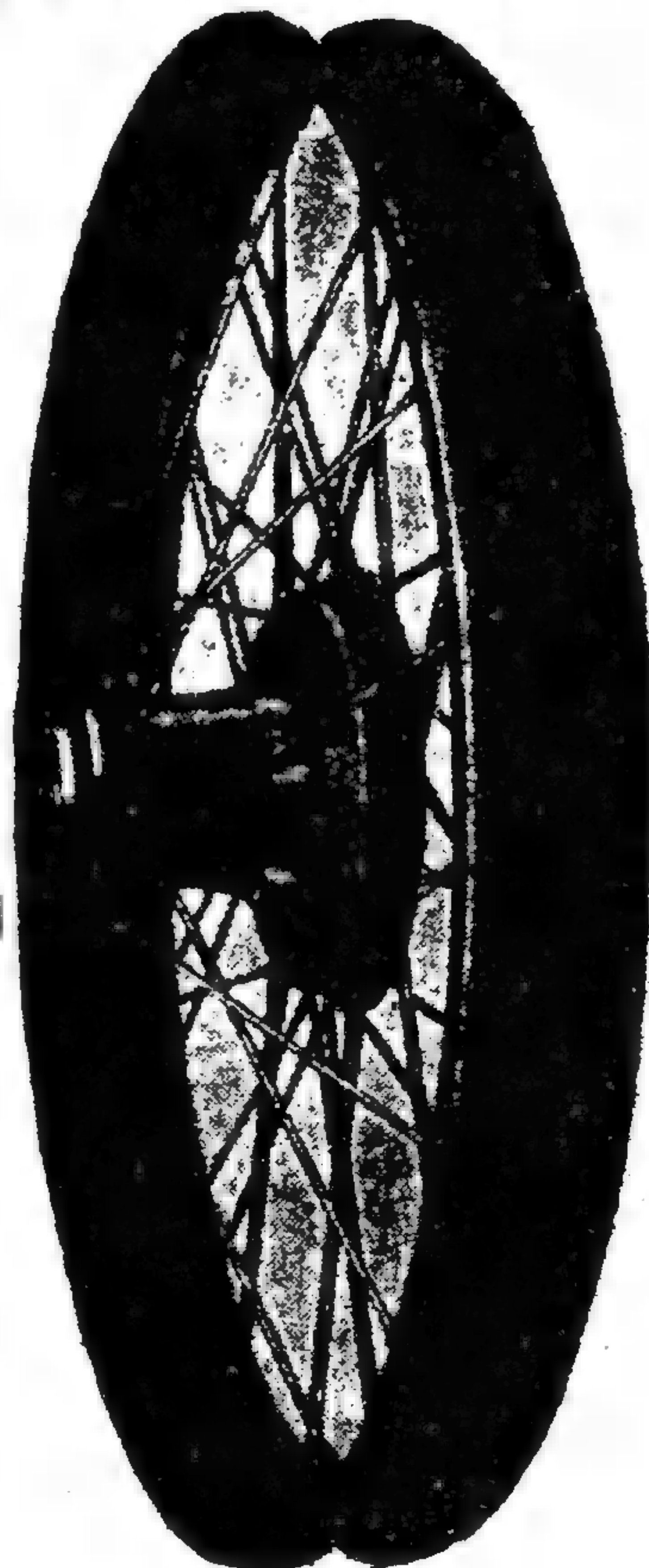
1700 Elmwood Ave.  
Buffalo, N. Y.

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#### Direct Factory Branches and Service Stations:

NEW YORK, 835-11th Av. at 57th St.  
PHILADELPHIA, 328 N. Broad St.  
CHICAGO, 23rd St. and Indiana Av.  
DETROIT, 433 Leland St.  
LOS ANGELES, 1216 So. Grand Av.  
SAN FRANCISCO, 1690 Pine St.

Canadian Factory: Ajax Wire Wheel,  
Ltd., 64 Niagara St., St. Cath-  
arines, Ont.



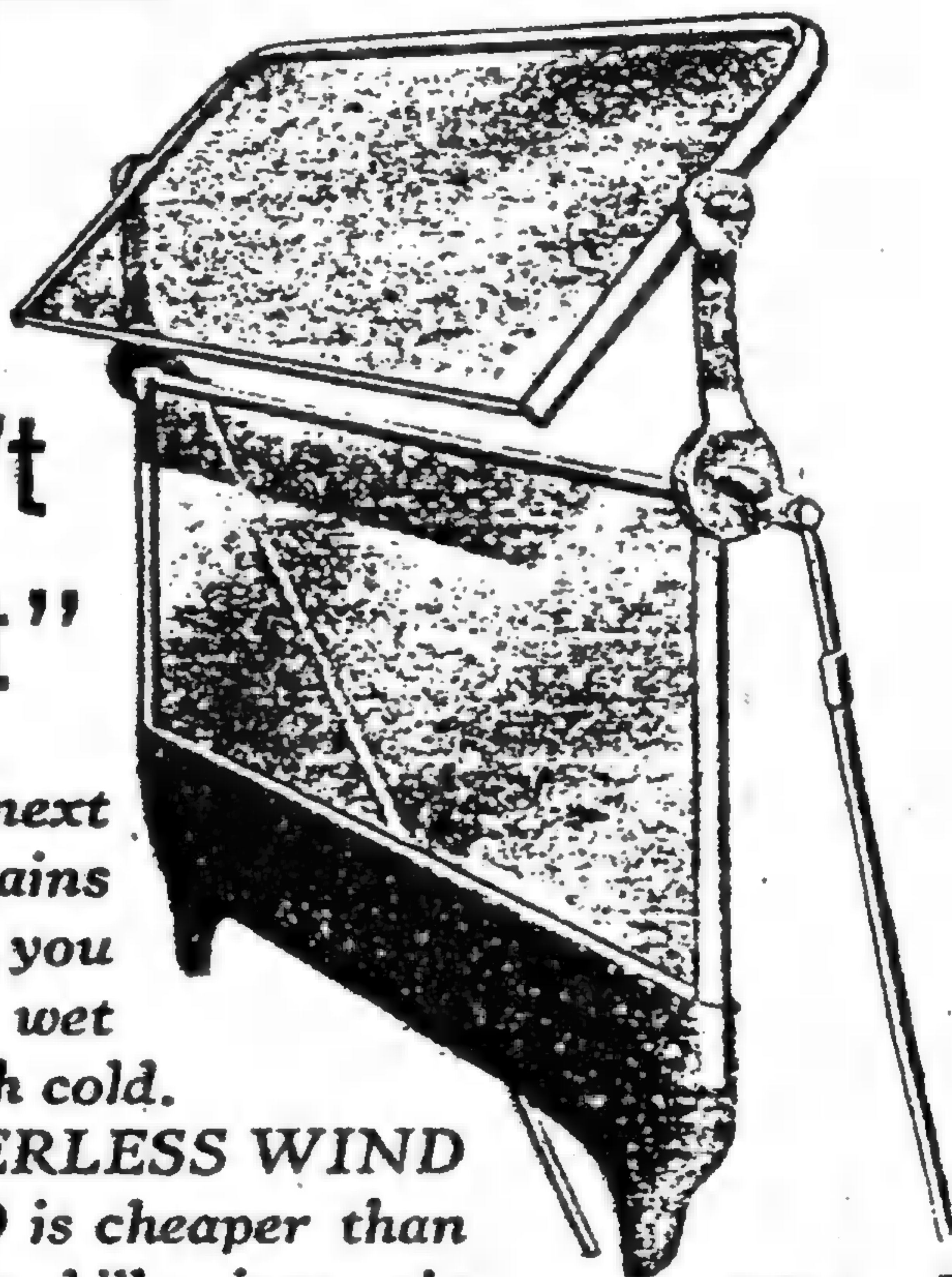
circa 1916



**"Don't  
Wait"**

*until the next  
time it rains  
or sleets, you  
may get wet  
and catch cold.*

**The PEERLESS WIND  
SHIELD is cheaper than  
a doctor bill—just sit  
down and think it over, we will do the rest.  
Write for our illustrated price booklet.**



Model B.

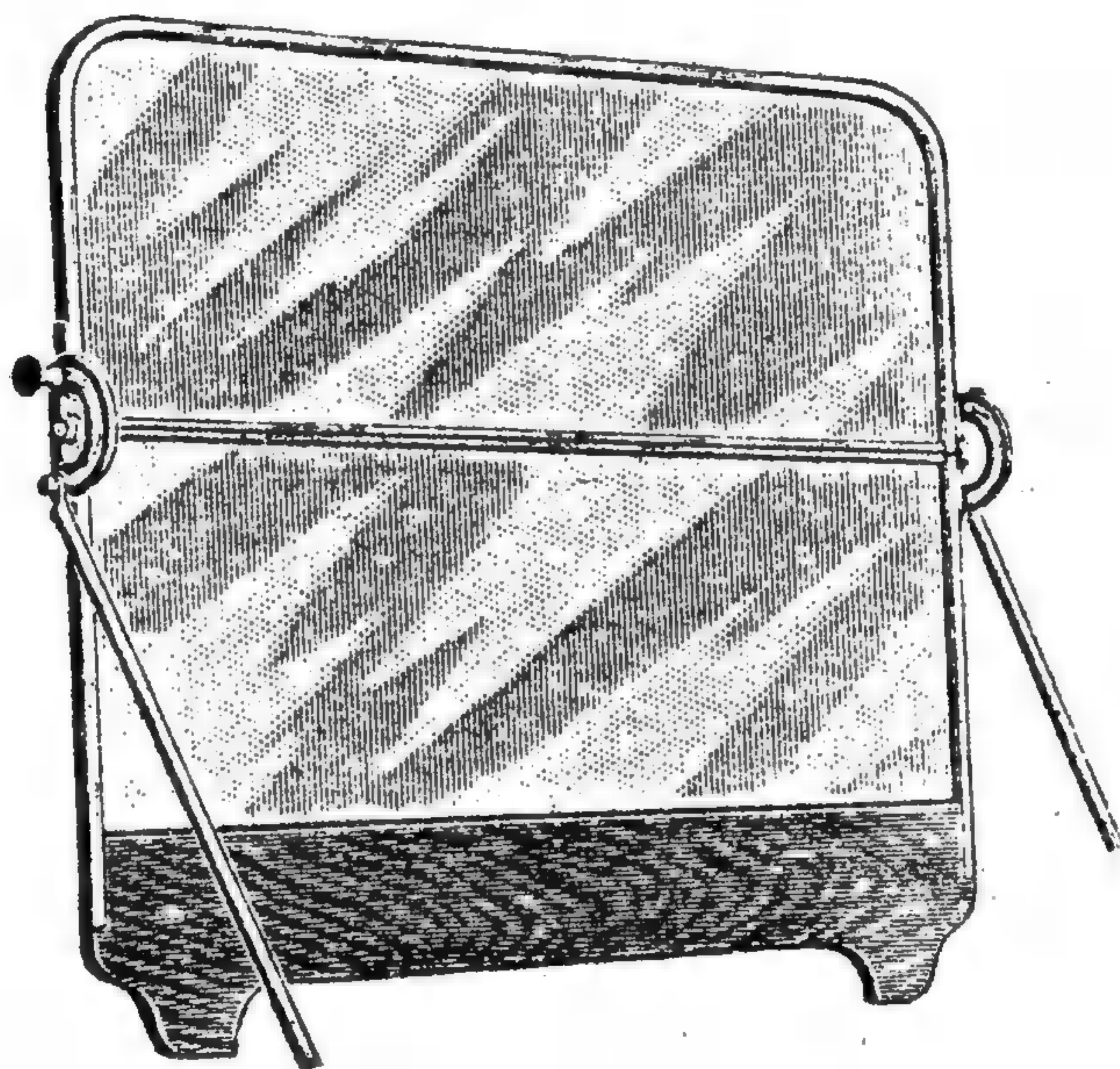
**PEERLESS WIND SHIELD CO.,**

**76 MAIN STREET,      BUFFALO, N. Y.**

**1911**



# SIMON WIND SHIELDS

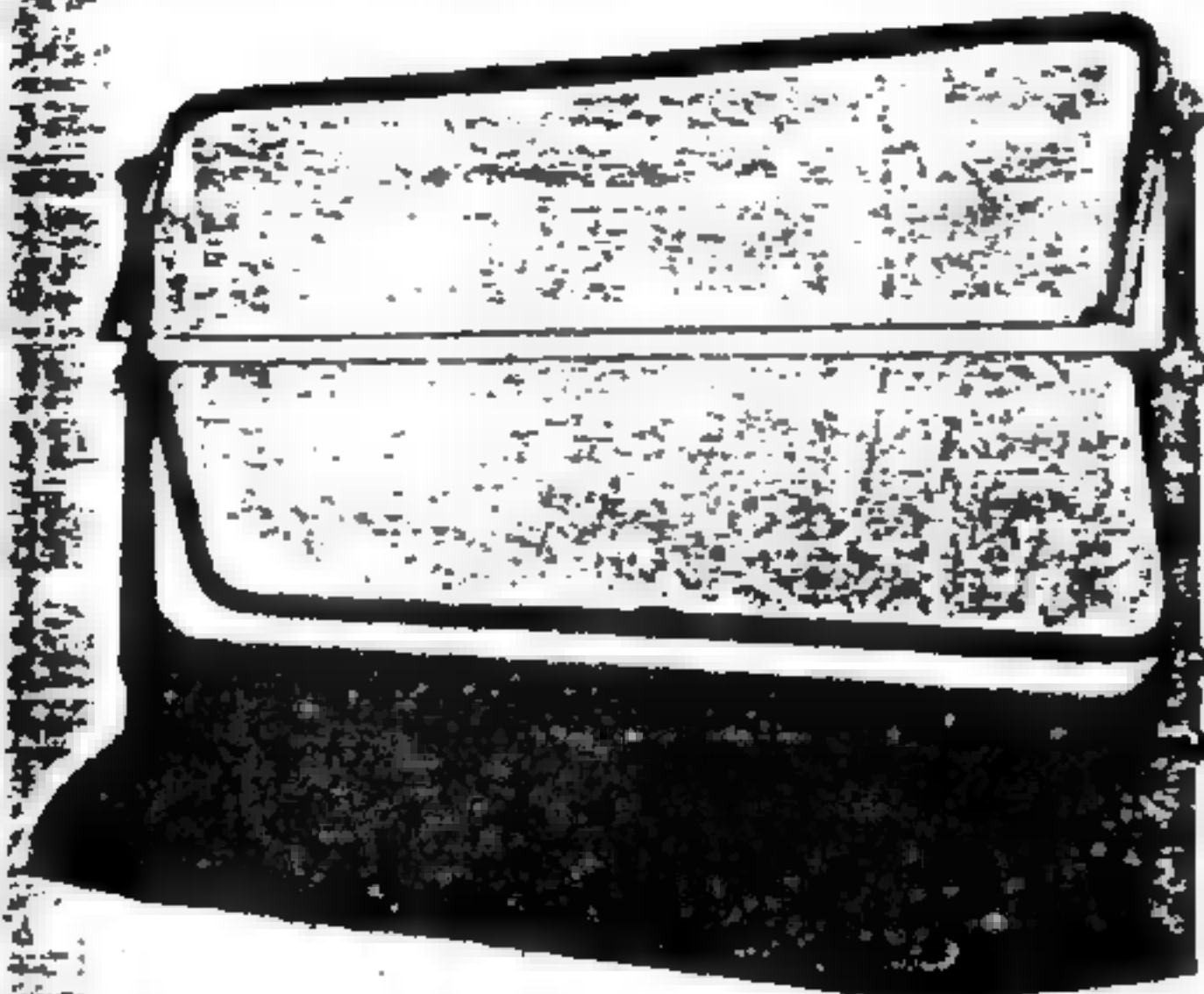


Fully Guaranteed.

MANUFACTURED BY  
**GEO. H. SIMON & SON,**  
123 Laurel St., Buffalo, N. Y.

1909





## FORD COWL DASH WINDSHIELD

MAKE YOUR CAR UP TO DATE  
1915 STYLE

PRICE, \$15.00 PUT ON

WE ALSO TAKE IN OLD WINDSHIELDS ON LIBERAL ALLOWANCE  
HAVE A FEW NEW FORD SHIELDS AT \$4.00 EACH

### POINTED RADIATORS

We handle the genuine FEDDERS RADIATORS and will make you an interesting proposition in exchange for your regular radiator. Call and see us if interested in FORD SPECIALTIES. Get our Catalogue.

WILSON'S FORD SPECIALTY CO. Upstairs 732 Main St., Buffalo, N. Y.

1914



## BERRILL & CO.

### MANUFACTURING ENGINEERS

**Challenge** MECHANICAL  
WINDSHIELD  
WIPER  
DRIVEN LIKE A SPEEDOMETER

481 ELLICOTT ST.

PHONE TUPPER 4061

1923

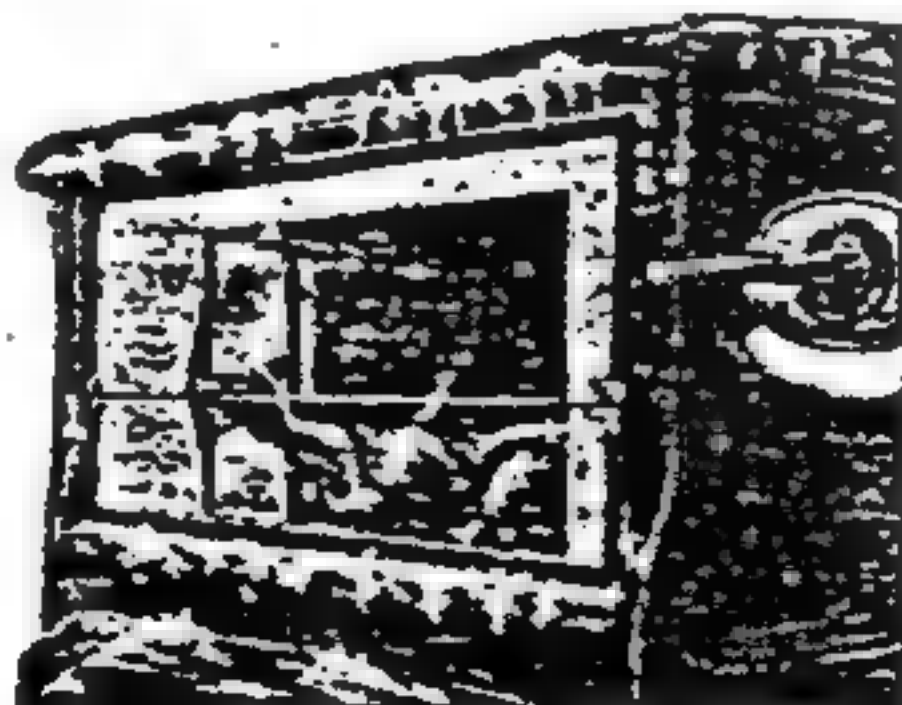
44

THE BUFFALO MOTORIST

## THE UNIVERSAL WINDSHIELD CLEANER

KEEPS YOUR WINDSHIELD  
CLEAR OF SNOW AND RAIN AT ALL TIMES

CLEANS WITH ONE  
STROKE OF THE  
HAND



EASILY ATTACHED  
TO ANY FOLDING  
WINDSHIELD

FOR SALE BY LEADING GARAGES AND DEALERS  
OR BY THE MANUFACTURER

Price, \$1.50

JOHN W. JEPSON, 15 Peach St., cor. Cherry, BUFFALO, N. Y.

1916

24-C



*"It Slides in the Slot"*



# TRI-CO UNIVERSAL RAIN RUBBER

**Clears the Windshield,  
Top and Bottom, Clean Across**

THE TRI-CO RUBBER COMPANY, DETROIT, MICH., U.S.A.





# Makes Tires Wear Longer

There's one sure way to get double service out of your tires and that is to reduce punctures, leaks and blow-outs. There is **ONE RELIABLE, CAREFULLY TESTED** way to reduce tire troubles, and that is to treat your tires with

# RUBBERSTONE

This preparation instantly and automatically closes punctures in automobile tires. It does this while on the run or standing still. It is not a filler, or a substitute for air, for it occupies less than five per cent. of the air space in the tire. It also preserves the rubber.

1914

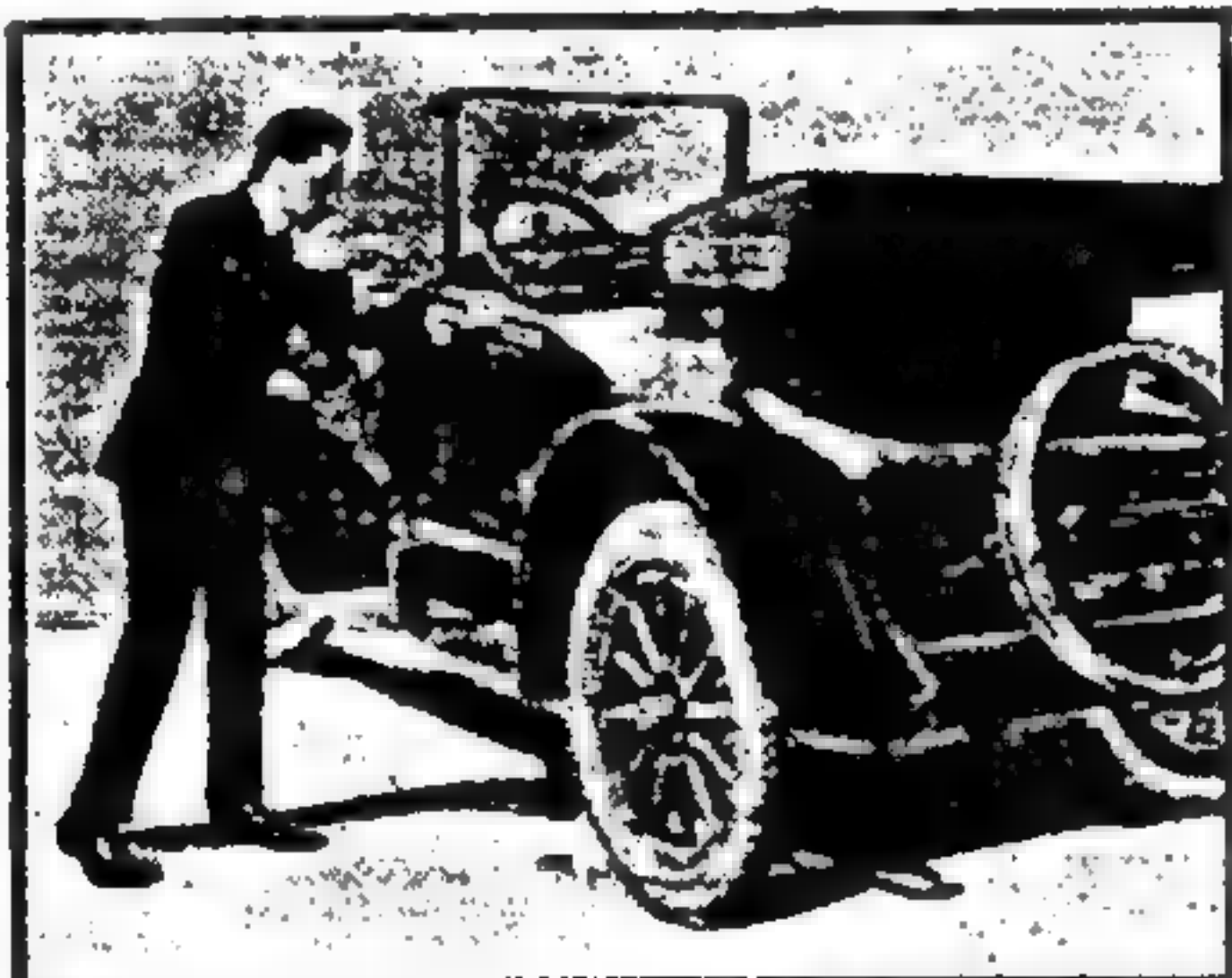
Check that strain **on** your pocketbook!  
Treat your tires with Rubberstone.  
Satisfaction guaranteed.  
Sold by dealers and garages.

Prices Per Tire 75c, \$1.25, \$1.50 According To Size

Manufactured Exclusively By

## Buffalo Specialty Co.

375 Ellicott Street, Buffalo, N. Y.



Don't  
Wash  
Your  
Car!

SPRAY IT WITH  
— AUTO —  
**LIQUID VENEER**

The **new** spray lacquer and lubricates the dust, mud spots and road tar so that all accumulations are easily wiped off **WITHOUT SCRATCHING**.

Liquid Veneer preserves and protects the finish, saves expensive refinishing and imparts a beautiful polish.

Complete outfit (enough for 20 cleanings), \$1.25 at your dealers or from us.

**BUFFALO SPECIALTY CO.**

375 ELLICOTT STREET

BUFFALO, N. Y.

1917

## Stop the Leaks FOREVER

Do you have to continually refilling your radiator? What a bother it is! And, how unnecessary! Just pour in a few ounces of the marvelous new **LIQUID** leak remover—the **LIQUID** solder that is guaranteed to stop all leaks in from five to ten minutes permanently. It does not contain meal, cement or sediment, and it won't injure the cooling system.

### RADIATOR NEVERLEAK

50c and 75c a can, depending on size of radiator. Get it from your dealer or from us.

Buffalo  
Specialty  
Company

375 Ellicott St.  
Buffalo, N. Y.



1917



Ask for "SASKATCHEWAN BRAND" Rubber Interlined

**Robes, Coats, Gloves, Caps, Etc. 1916**  
**OF BUFFALO CLOTH and ASTRAKHAN CLOTH**

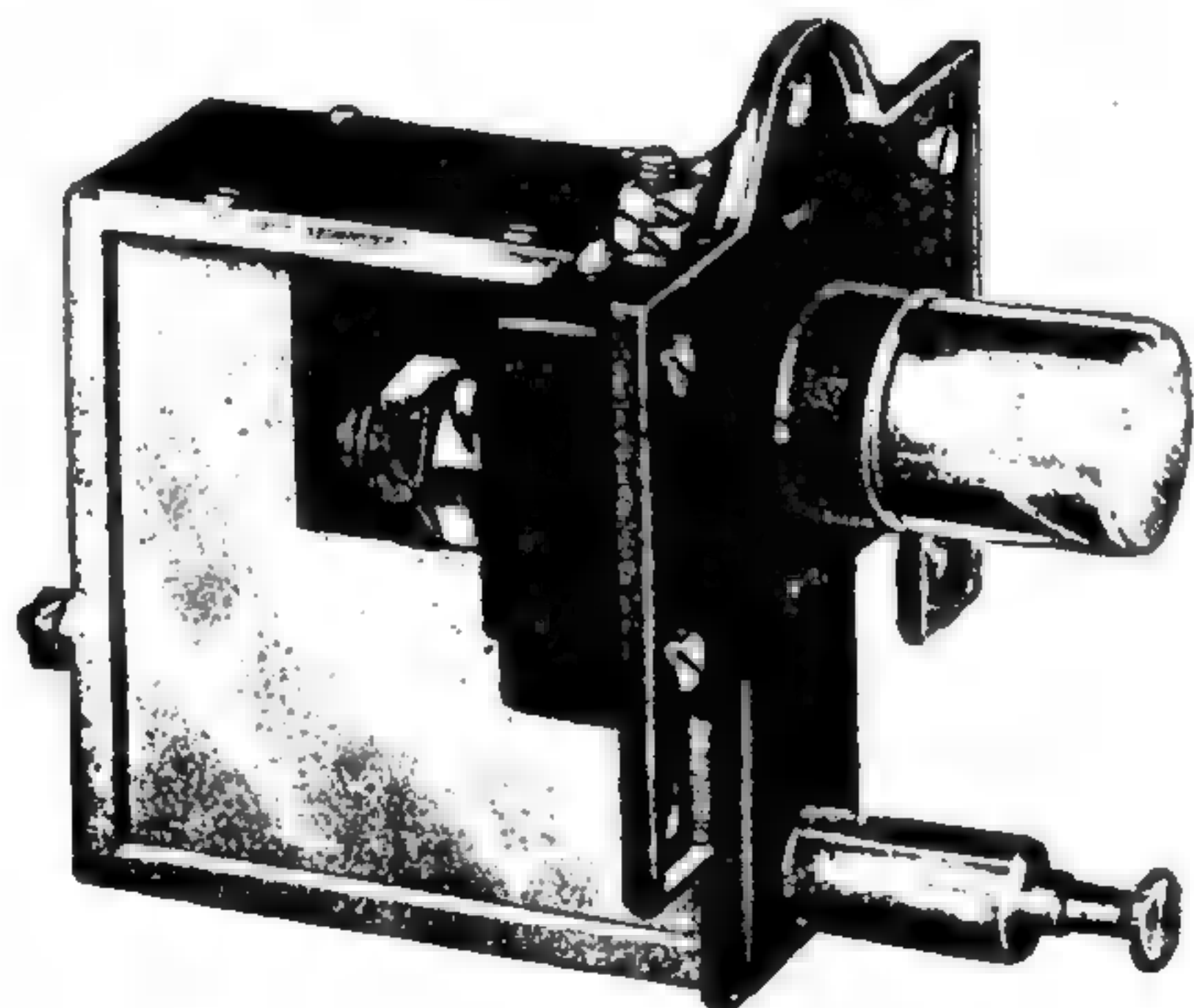
**JOSEPH STRAUSS & SON**  
215 East Genesee St.

or

**U. S. RUBBER COMPANY**  
379 Washington St.

MANUFACTURED BY

**AMERICAN BUFFALO ROBE CO. 1-7 Howell Street, Buffalo, N. Y.**



# Anti-Stall

1925

Anti-Stall is a simple electrical device which starts your motor automatically. Just turn your ignition switch or key and your motor starts. You cannot stall your car. That knowledge that Anti-Stall will keep your motor running relieves you of the worry of driving in crowded traffic, up hills and across grade crossings. You watch the road, Anti-Stall will watch your motor.

Anti-Stall may save your life. It is therefore inexpensive insurance. It will outlast the life of your car and can easily be detached and put on your next car.

Anti-Stall is the greatest convenience since the self-starter. Anti-Stall will save your battery. Ask us for a demonstration or a thirty day trial.

Your dealer will recommend Anti-Stall. If he hasn't had a demonstration from us ask him to find out why.

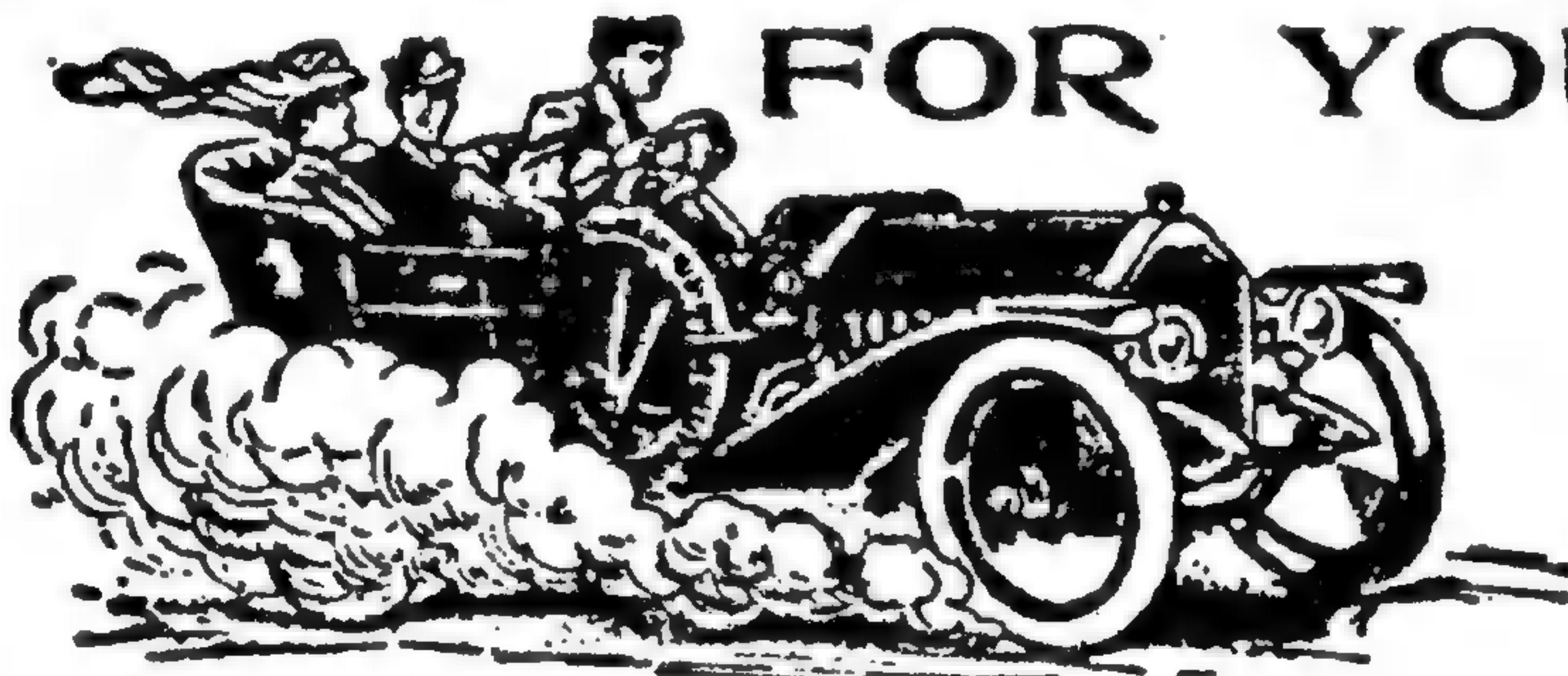
1557 MAIN ST.

**BUFFALO ANTI-STALL CO.**

Fillmore 6096



# A LARGE SALARY FOR YOU



If you will let us prepare you to become an expert automobilist. This is one of the highest paid professions. Our students attain *Success* in a few weeks time through our

## HOME STUDY COURSE

Simply by giving a few hours of their spare evenings time to a subject more interesting to them than the best novel published. Cost of course is low and you pay us only half while learning—balance when you secure a satisfactory position. Either cash or installment plan. Small Payment Starts You. You keep your present job until graduated. Write for our Free prospectus.

**BUFFALO AUTOMOBILE SCHOOL, 43 Franklin St., Buffalo, N. Y.**

1909



# SAVE YOUR LAMPS WITH ONE OF OUR AUTO BUMPERS



CAN BE ATTACHED TO ANY MAKE OF CAR

## AUTO TRUNKS

\$7.50

## WIND SHIELDS

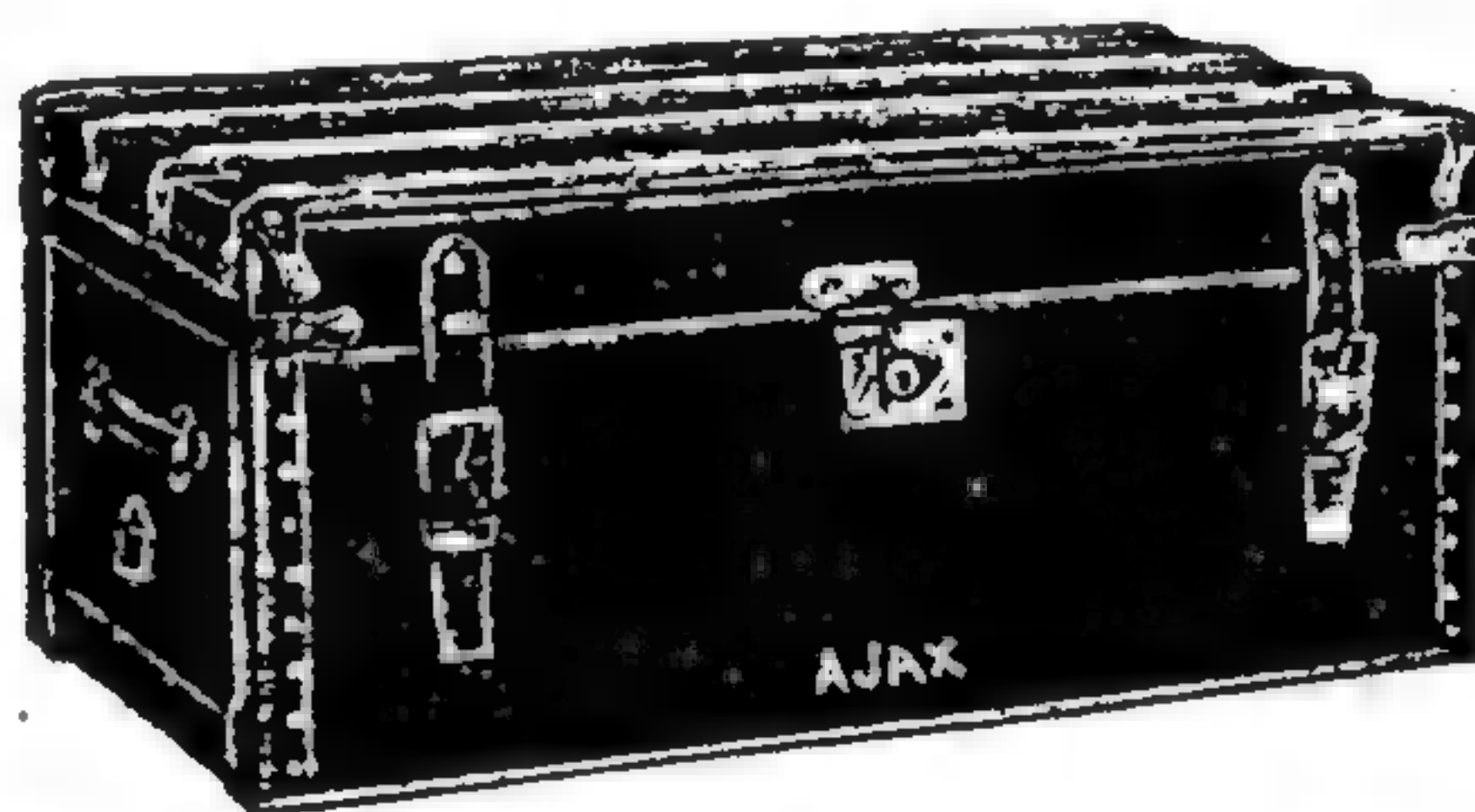
\$15.00

## DRIVING GLOVES

\$1.25

## MIRROWSCOPE

\$2.55



## TIRE TRUNKS

\$4.00

## LAP ROBES

\$7.50

## WIND PROOF COATS

\$6.50

## COLLAPSIBLE PAILS

\$1.00

1910 LICENSE BRACKETS, \$1.50

1910

# CENTAUR MOTOR CO.

59 Franklin Street. Both 'Phones. GARAGE SERVICE DAY OR NIGHT.



The ACME of COMFORT  
in MOTORING

**"TIRE ELASTIC"**

Filled Tires are  
Non-Puncturable.

You Can't Get Blowouts.

See us and we will explain why.

Chester Auto & Tire  
Filling Co.

180 Herkimer Street.

— 1909 —

*GET IN TOUCH WITH*  
**THE CROSBY COMPANY**  
BUFFALO, N. Y.

**For Sheet Metal Stamping**  
of Auto Parts

*A Complete Plant with  
Superior Equipment*

1918



**DEGENHART & CO.**

MANUFACTURERS OF

**Automobile**

HOODS

FENDERS

TANKS

MUFFLERS

And all Kinds of Sheet Metal Supplies

315 DEARBORN STREET

1905

## **Honda Commercial Has Significance Here**

Recent television viewers of the ABC, CBS and NBC networks have been exposed to a commercial message regarding the opening of a new Honda automobile assembly plant in Marysville, Ohio. This commercial has significance, not only on a national level but on a local level for many of the people of Western New York.

The commercial shows a glimmering new 65-foot automobile carrier, fully designed, engineered and constructed by our own Delavan Industries Inc. of Cheektowaga. Delavan Industries is the leading manufacturer of automobile carriers in the United States.

**We're Talking Proud!**

**PETER J. TERZIAN JR.**

Plant Manager  
Delavan Industries Inc.

Holland

**NEWS 1987**

26-B



**MAKERS  
OF OPTOID  
LENSES**



**WE  
EXAMINE  
EYES**

**===== GOGGLES =====**

**EVERY OCCUPANT  
OF AN AUTO**

**1911**

needs Goggles, the kind that keeps out  
dust, gravel, insects and the sting of the  
wind, yet leaves you free to enjoy the  
beauties of the ride. Our Chlorophylle  
and Amberoid Goggles are the right  
kind. They eliminate your visual  
troubles. :: :: :: :: :: ::

**===== MAKE US SHOW YOU =====**

**FAILING OPTICAL CO.**

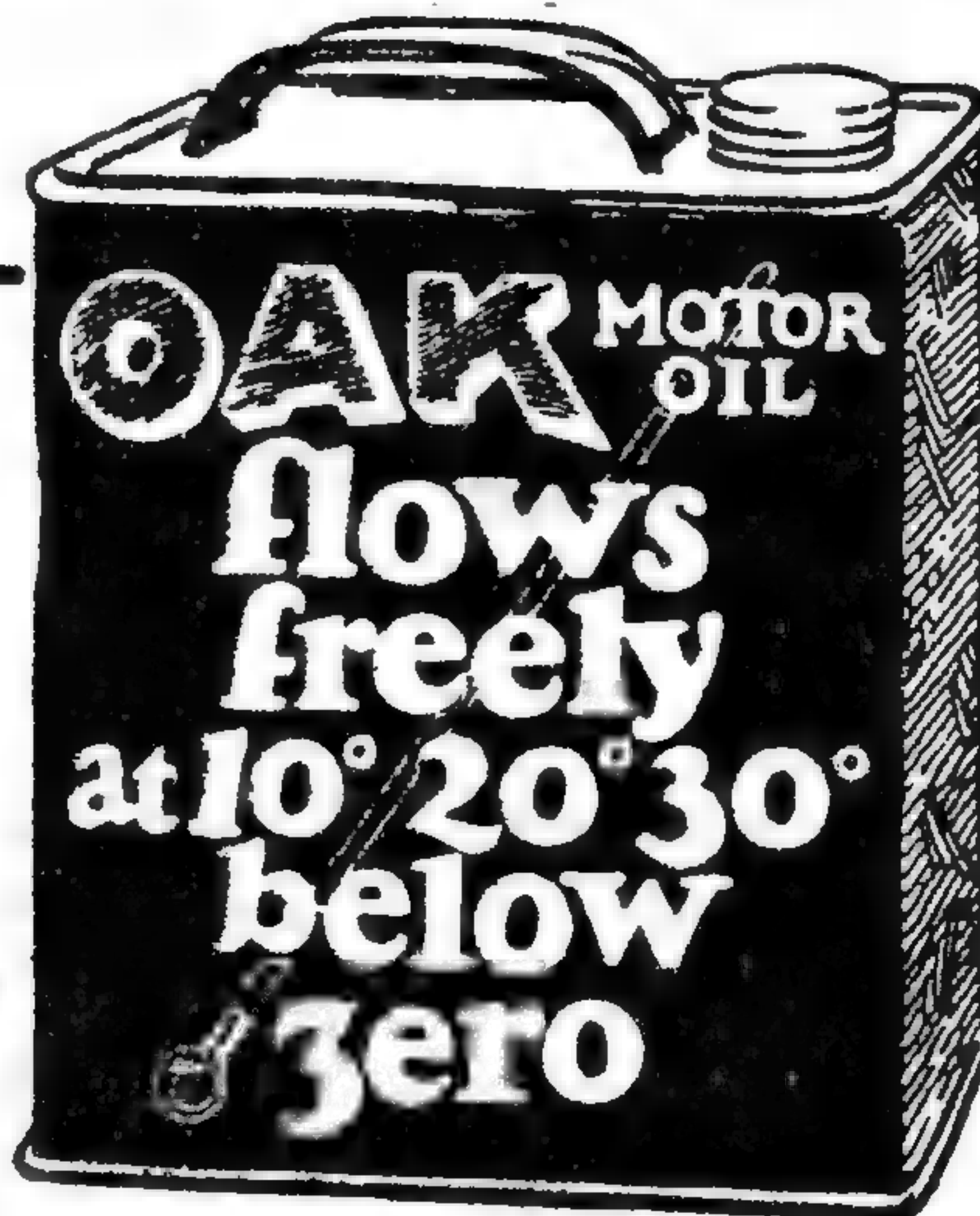
**MANUFACTURING OPTICIANS and OPTOMETRISTS**

**445 Main Street, :: BUFFALO, N. Y.**



1927

The Only Motor  
Oil That Will  
Lubricate In-  
stantly and Con-  
stantly at all  
Temperatures



Put Oak in your crank-case and throw away your hand crank. Leave your car out all night if you wish. Your motor will spin at a touch on the starter.

This is the kind of oil for you. It bathes cylinders and bearings instantly and constantly at all temperatures. Moreover, it forms no carbon. That's lubrication!

See an OAK dealer today, and let him remove the grief from your winter driving.

**FRONTIER MANUFACTURING CO.**

Manufacturers

NORTH TONAWANDA

NEW YORK



*"The Pioneer to Efficient Motor Lubrication"*



SWISS BRAND  
1725 NICHOLS AVE.

J. B. COLLETT, President & Manager

GET THE SWISS BRAND  
AND PROTECTIVE OILS.

CABLE ADDRESS  
"WILSON"  
A.B.C. AND LINDEN'S CROSS  
LONG DISTANCE TUBES



MOTOR-CARS  
MOTOR-TRUCKS  
AUTOMOBILE  
EQUIPMENTS  
STEERING WHEELS

53-55-57-59-61 FRANKLIN ST.

Buffalo, N.Y. Sept. 18, 1911.

Mr. Elmer E. Harris,  
Harris Oil Co., City.

Dear Sir:-

We are sending you this testimonial  
in reference to the oils which you furnished us,  
which were used by us exclusively in the  
Endurance Run which was won by the CAPLAN car,  
and inasmuch as this Endurance Run was the most  
severe test ever given an automobile, in a run  
of this character, we deem your goods second to  
none.

We will continue to use same and recom-  
mend their use to anyone requiring high-class lub-  
ricants.

Very truly yours,

Centaur Motor Company.

*Chas. Hoffman*

Mgr. Supply Dept.

CHE/A.

UPTOWN SALESROOM 725 NICHOLS ST.

# HARRIS OILS

:: FOR ::

## AUTOMOBILES

Our Non-Carbon

### No. 37

## MOTOR OIL

*Especially prepared for  
Water-Cooled Motors*

*It has a high Fire-Test  
and Viscosity*

:: FOR ::

## MOTOR BOATS

Use Our

### No. 2

## MARINE MOTOR OIL

# Elmer E. Harris & Co. Illuminating Lubricating OILS

PHONES  
Bell, Abbott 29 Frontier 29

## Soaps, Greases, Etc.

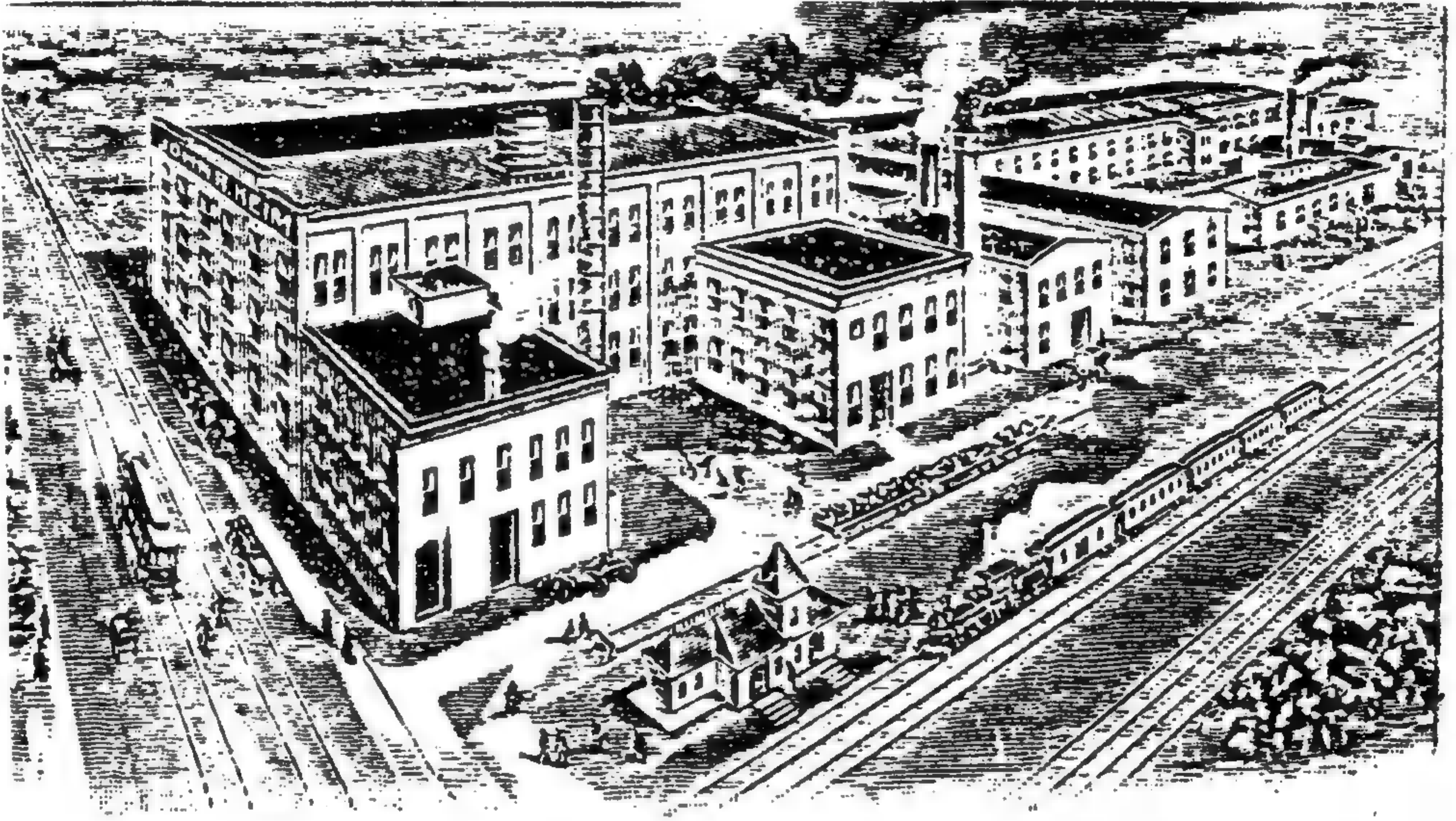
22 MAURICE STREET

OFFICE AND WORKS

1911

BUFFALO, N. Y.





THE JOHN R. KIEM MILLS.  
Pressed Steel Products.

1907

PURCHASED BY FORD MOTOR CO. IN 1916  
AND LATER MOVED TO DETROIT.



**LAUTZ** 1914  
**Glossene**  
TRADE MARK

**Cleans, Polishes and Preserves the finish  
on your car**

**PUT UP IN**  
**5-Lb.**  
**10-Lb.**  
**25-Lb.**  
**PAIS**



**For Sale by**  
**Auto Supply**  
**Dealers**  
**Paint Dealers**  
**and**  
**Grocers**

**FREE FROM GRIT**

**CLEANS EVERYTHING**

**HURTS NOTHING**

**MADE BY**  
**LAUTZ BROS. & CO.**  
**BUFFALO, N. Y.**



**Radiators, Fenders, Hood**

**Made and Repaired**

**and Other Sheet Metal Work**

**... CALL ...**

**MORRISON'S AUTO SHEET**

**== METAL WORKS ==**

**885 to 889 MAIN ST. Both 'Phones BUFFALO, N.Y.**

**1914**



# NORUST

"CONDITIONED WATER"

KEEPS THE COOLING SYSTEM CLEAN AND FREE FROM RUST, SCALE AND CORROSION

HERE IS THE REMEDY  
FOR THAT TROUBLE!



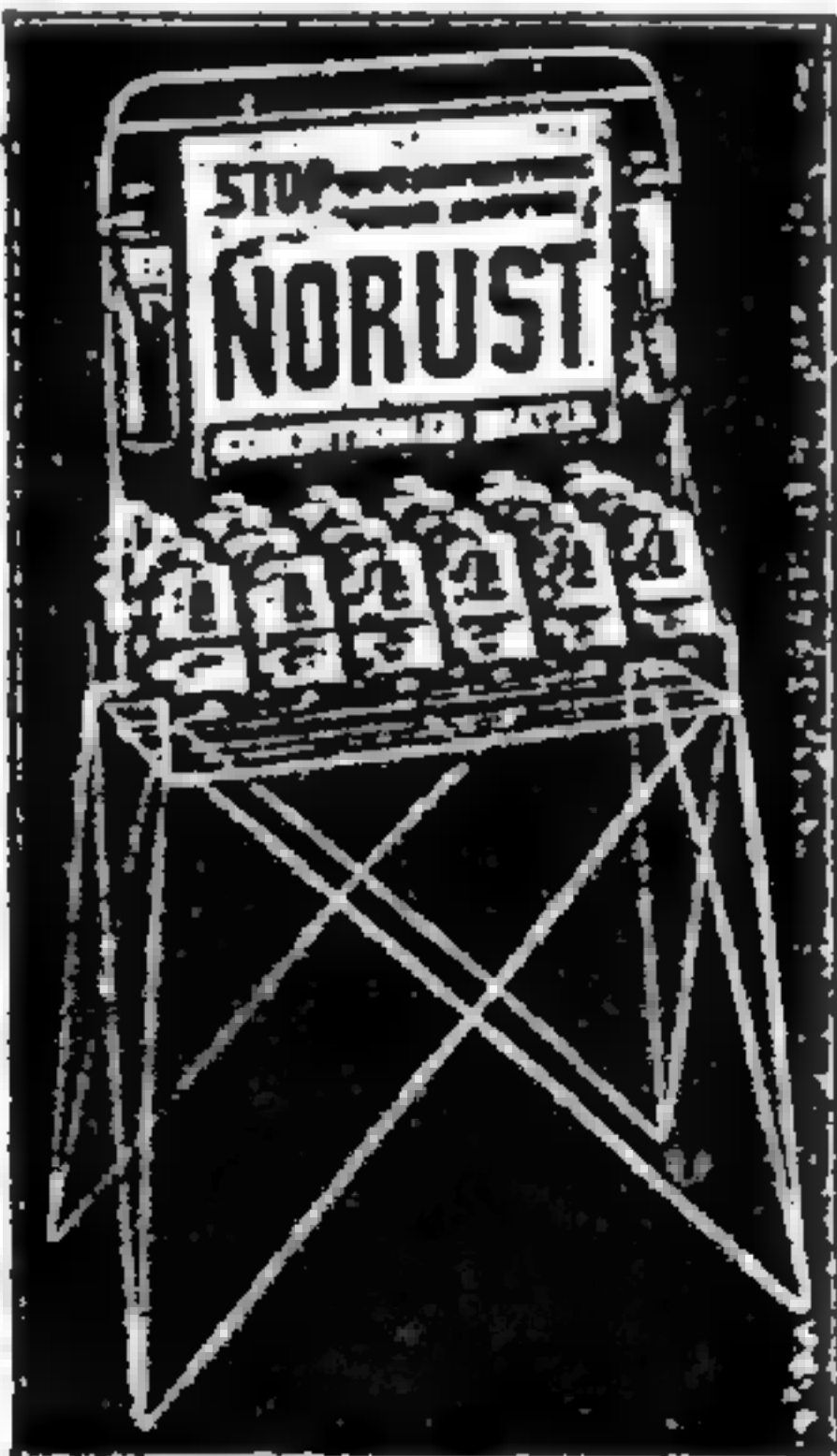
NORUST "Conditioned Water" neutralizes the harmful properties in water that cause rust, scale and corrosion—which are the principal causes of clogged radiators and overheated motors. NORUST "Conditioned Water" is as necessary in the cooling system of every automobile as good oil in the crank case. Motorists should not confuse NORUST with ordinary radiator cleaners on the market which merely remove rust and scale that will form again, or with other products which merely prevent the formation of rust. NORUST is different than any other similar product on the market and is the result of years of scientific search and experiment. It completely cleanses the entire cooling system by disintegrating all rust, scale and corrosion. Then it forms an extremely thin non-accumulating film on the metal which prevents future accumulation.

Despite its efficiency as a rust and scale remover and preventative, NORUST "Conditioned Water" is perfectly harmless. A baby could be bathed in water conditioned

with NORUST, with no injurious effects because it contains no harmful chemicals or acids.

NORUST will not attack metal parts. It preserves and prolongs the life of rubber connections and loses none of its valuable properties or efficiency when used with anti-freeze mixtures. In fact NORUST actually stabilizes the anti-freeze qualities of alcohol solutions and prevents their rapid evaporation under the temperature changes.

Motorist! Now is the time to drain your automobile radiators and put in clean water, conditioned with NORUST. Lengthen the life of your car by being kind to your motor. With NORUST in your water cooling system you need have no worries. Avoid expensive repair bills due to clogged cooling systems and overheated motors, scored cylinders and burned out bearings. NORUST "Conditioned Water" eliminates these costly and annoying troubles.



Motorist! will find all the better car—  
— and driving better. NORUST is a convenient rack as shown at the left. Drive up to your nearest dealer today and ask for NORUST. Accept no substitute!

NORUST is put up in two sizes—4 and 8 oz. cans, for small or large cars. Full directions are printed on the label of the can. The price is so small no motorist can afford to be without it.

**NORUST "Conditioned Water"**

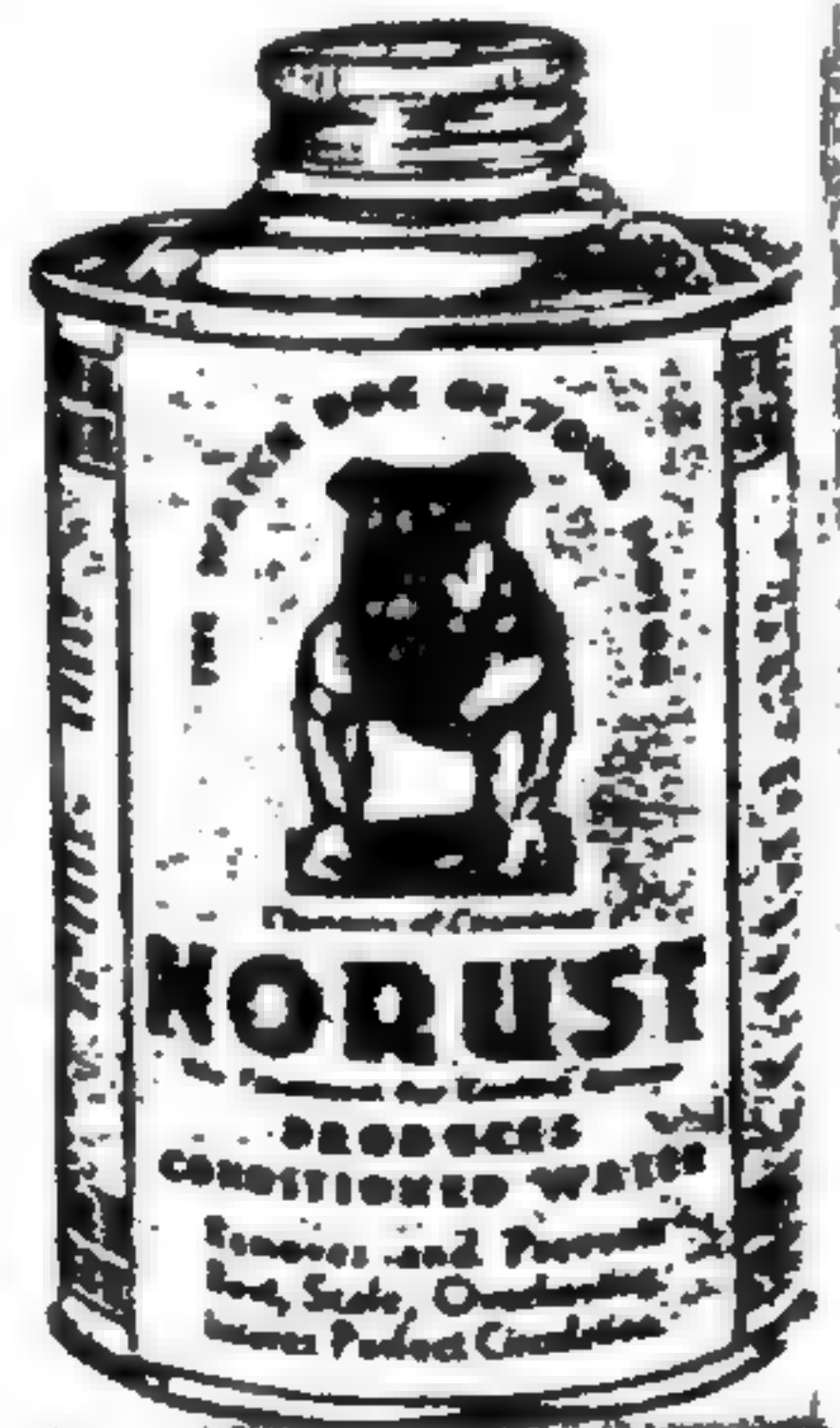
A Division of E. I. du Pont de Nemours & Co.

10-16 Lock Street

BUFFALO,

1933

NEW YORK





CIRCA EARLY 1900s



## Automatic Military Band

With Motor Truck

Style No. 1110

82 Keys

18 Music Selections

For Circuses and Advertising Purposes

### DESCRIPTION

Body, 13 ft. 8 in. long and 6 ft. 9 in. wide, inside.

Double doors in the rear, and ventilated top.

Ornamented with wood carvings and pillars and carvings on side and rear panels.

The end and side panels are hinged at the bottom, and lean outward 6 in. from the top, in order to allow the music to be heard and to protect the instrument during damp weather.

The side panels are easily removed during fair weather, leaving an opening on each side uncovering the front. To protect the instrument, in case of emergency, canvas roll curtains are placed at the top of the instrument ready to be drawn down in case of sudden rain.

The panels, rear doors and sides and also curtains are ornamented with oil paintings.

Permanent blind work in lower panels to allow ventilation, but exclude dampness.

Top of body is finished with scroll work, among which may be placed hexagon signs which revolve, showing 6 signs one every 30 seconds, on the rear end and both sides and lighted by electric lights.

The signs and the lights in signs are run by an electric motor which receives its power from a storage battery placed in strong boxes situated behind the instrument just inside rear doors, and covered with cushions, making them comfortable for attendants.

The chassis is a three-ton truck and has single tires in front and dual tires in the rear.

The chassis is supplied with a cab seat, a mica front curtain and side curtains, and regular standard equipment, including headlight with Presto tank, and is sold under regular guarantee of the motor truck company.

The wheels of the chassis are equipped with sunbursts which are covered with gold leaf, the carvings and columns on the body.

The body and chassis may be painted any color purchaser desires.

Signs and side panels of body lettered in gold.



## Makes Your Top Like New

No matter what kind, don't throw away your top when faded and leaky. You need only to refill or resurface it with Rub-R-Tite. It puts on a clean black, waterproof, flexible coating that will not crack even in zero weather—makes your top "smart" as new at small cost. Very easy to apply and very durable. Rub-R-Tite reduced makes the best preservative.



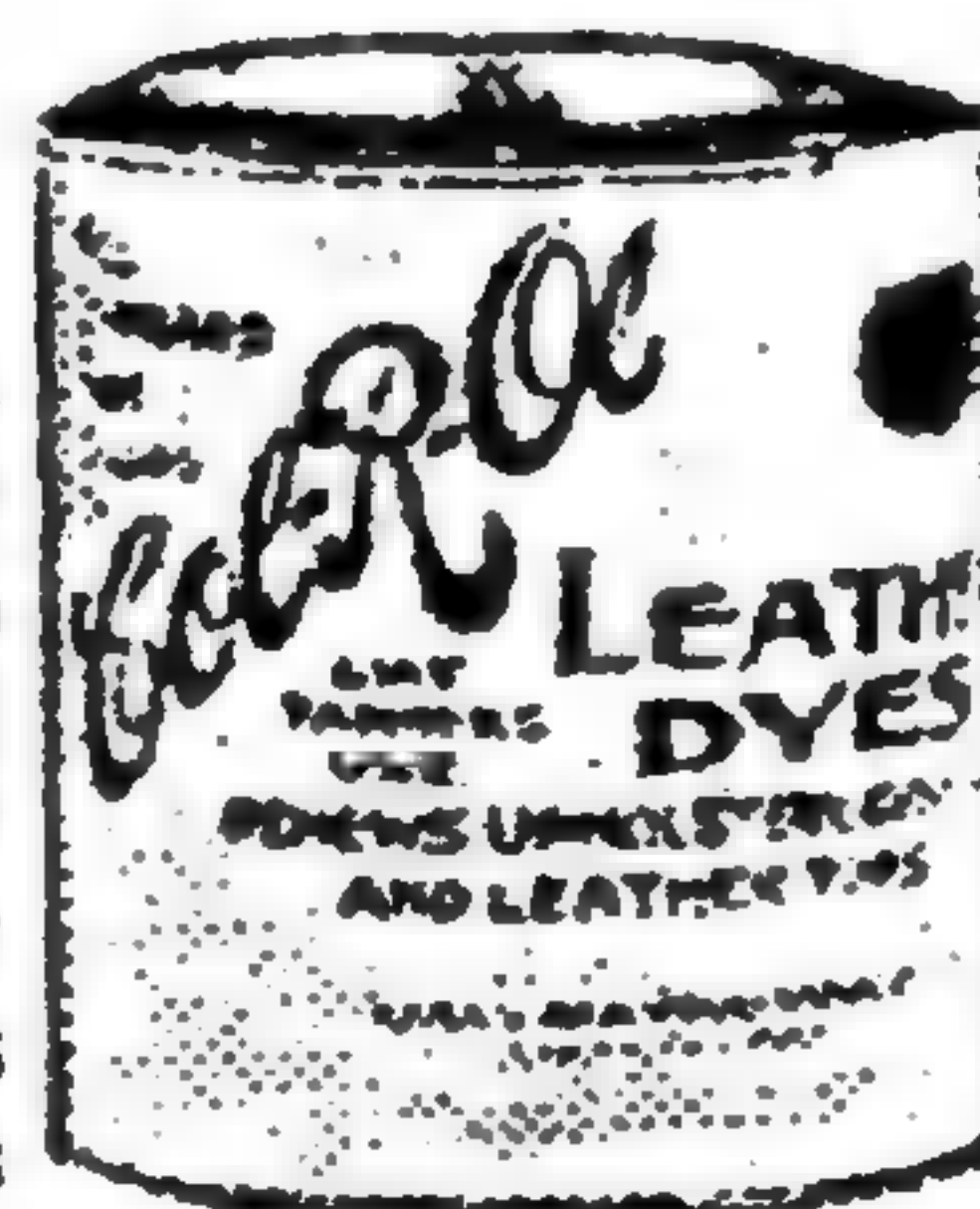
## Re-Dye Your Top Lining

Much expense can be saved and a new appearance given to the top's lining; the spots can be eliminated, all dust and dirt stains made to disappear by just re-dyeing your top an even black with one application of RUB-ON CONCENTRATED LINING DYE. Applied with a sponge easily and quickly, without removing the top. It cannot fade or wash out with water. Does not rot or harm fabric in the least. Just as good for top dust covers, or the outside of cloth tops. In black only, as all old tops have very dark spots.



## Cushions Easily Renewed

Either Leather or Imitation Leather cushions, tops or other trimmings can be restored to practically their factory newness. COL-R-OL penetrates and colors with a durable, eggshell finish quickly and easily. This Auto Aid gives a fast, waterproof color to all leather cushions and trimmings; one that will last as long as there is leather to hold it. Re-dyes the same or a darker color. Made in Black, Green, Maroon, Red or Tan.



**Most Dealers Handle These Articles**  
**RUB-ON MFG. CO., 87-97 Brayton St., Buffalo, N.Y.**



25 Specialties to Waterproof, Preserve and  
Beautify Your Car.

RUB-R-TITE CORPORATION, BUFFALO, N. Y.



1931

Use RUB-R-TITE anti-freeze for  
winter protection.

What **Rub-R-Tite**  
does

*For your Auto Top*  
**WATERPROOFS**

**PRESERVES**

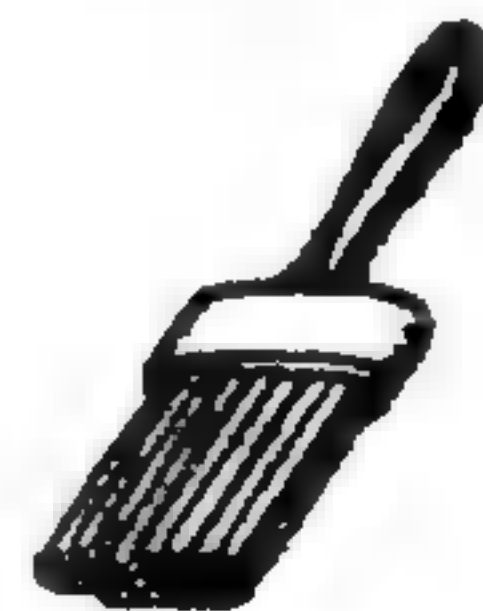
**BEAUTIFIES**

**Use Rub-R-Tite Gum Putty**  
**For Sealing Holes, Tears and Cracks**

*On sale at your dealers*

**AUTO PRODUCTS MFG. CO. INC.**

2101-3 Elmwood Ave., Buffalo, N. Y.



**EASILY  
APPLIED**



for **\$1-a New Top**  
*from the old*  
1917  
**RUB-R-TITE** *Refinishes and Rewaterproofs*



Now is the season to clean and brighten up your car.

You can put on this elastic, durable finish and filler on Mohair, Pantasote, Rubber or any kind or size of top—making a shabby, leaky, porous one genuinely new in appearance and storm-tight; takes out grease spots too; sun or storm will not affect it.

It's \$1.00 for the RUB-R-TITE Way against  
\$25.00 to \$50.00 for a new top

WHICH DO YOU PREFER?

Buy RUB-R-TITE Today or Get  
Full Particulars Free

READY TO USE	
Pints—80c (Runabout Size)	Quarts—\$1.00 (Med.-size Touring)

**Auto Products Mfg. Co.**  
BUFFALO, N. Y.

**RUB-R-TITE PATCHES**  
**Mend Holes in Torn or Leaky Tops**  
Quick, simple, permanent repair for Mohair, Pantasote, Rubber, or any kind of top. Requires no heat. Cements itself instantly and permanently. Gives a neat and unnoticeable appearance. 50c for a 4x12 sheet.  
ASK ANY OF THE ABOVE DEALERS ABOUT IT



# WIZARD

## GASOLINE TONIC

**INCREASES MILEAGE 25% TO 40%**

**Positively Eliminates and Prevents Carbon**

Suitable for all makes of automobiles, trucks, motorcycles, motor boats, farms and road tractors, aeroplanes, and all engines using gasoline, kerosene or distillates, or a mixture of same.

Insures more power and speed, perfect ignition, easier starting, quick "pick-up" and a quicker acting motor under the most unfavorable conditions of cold weather.

Positively non-injurious to the finest mechanism.

**Wizard Brings Back the Original Snap, Pep and Power to Your Motor.**

A truly wonderful Product, will positively make your car run like new. Invest but a dollar today and you will be surprised at the results. Simple Application. Merely drop a tablet in your tank to each gallon of gasoline.

**\$1 Per Box of 100 Tablets**

**Treats 100 Gallons of Gasoline.**

**Buy a box today and notice the difference in your car.**

On Sale at All Good Accessory Stores Among Them the Following:

**WEED & CO., 292 Main Street**

**WALBRIDGE & CO., 392 Main Street**

**CYCLE & AUTO SUPPLY CO., 339 Genesee Street**

**AUTO REFINISHING CO., 211 William Street**

**JOSEPH STRAUSS COMPANY, Inc., 215 Genesee Street**

**TIMES SQUARE AUTO SUPPLY CO., 917-919 Main Street**

MANUFACTURED BY

**WIZARD PRODUCTS CO., Inc.**

Phone Seneca 3543

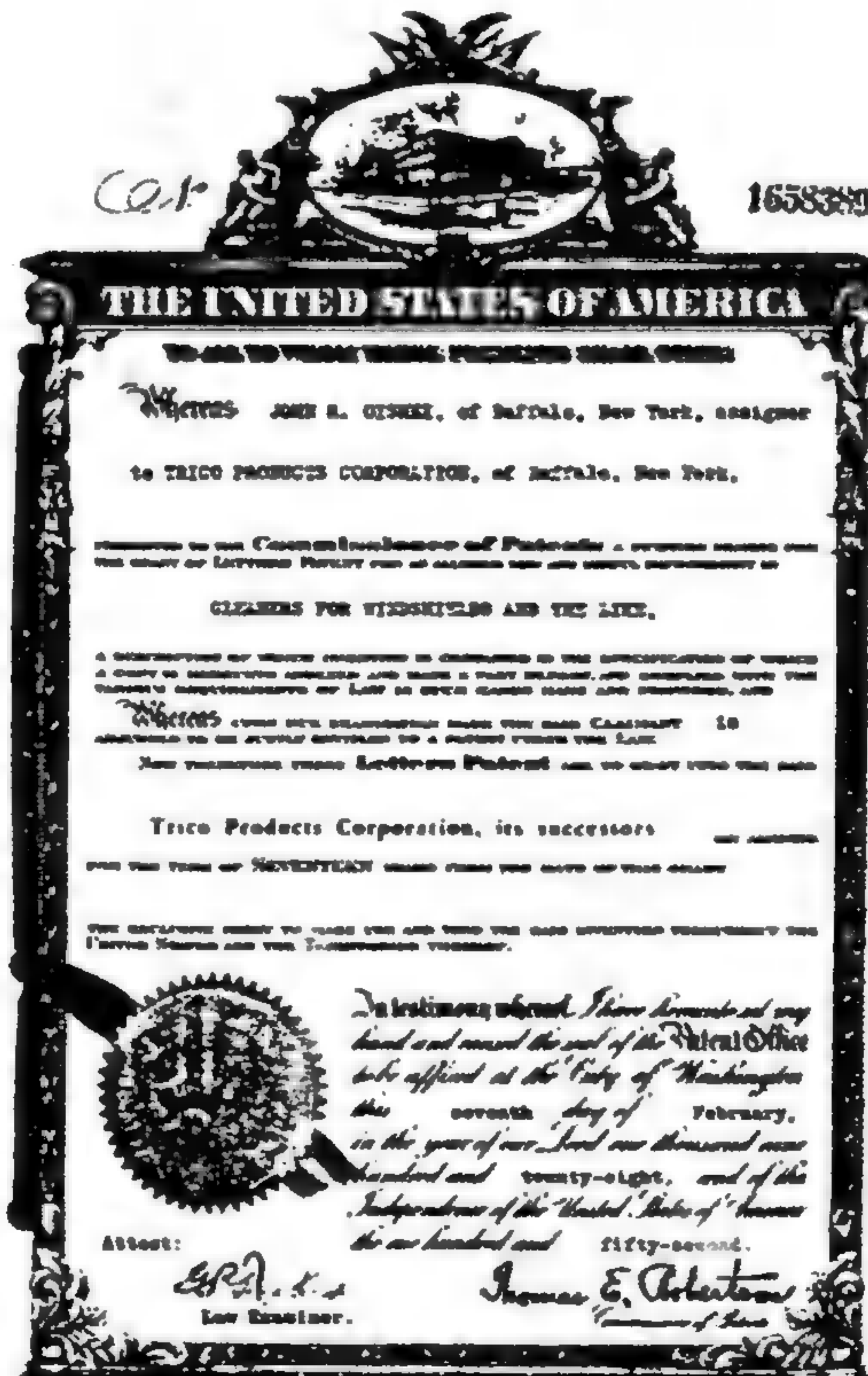
308 TERRACE, BUFFALO, N. Y.





52

YEARS OF PROGRESS  
IN  
SAFE DRIVING PRODUCTS  
Thru Inventions  
1917-1969



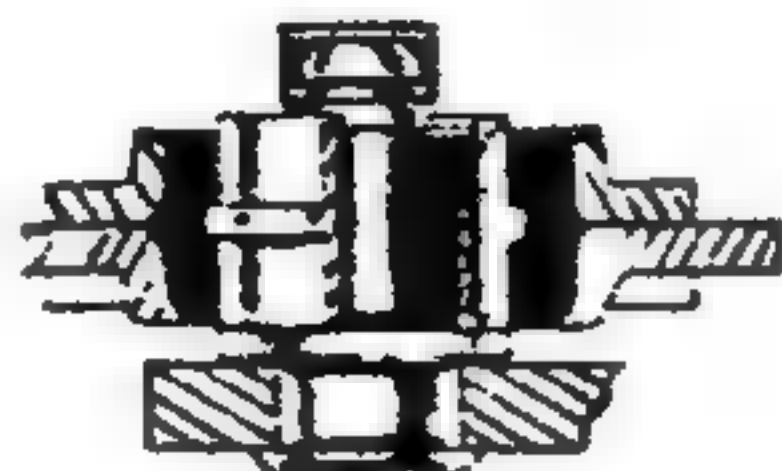
TRICO PRODUCTS CORPORATION • BUFFALO, N. Y.

28-E



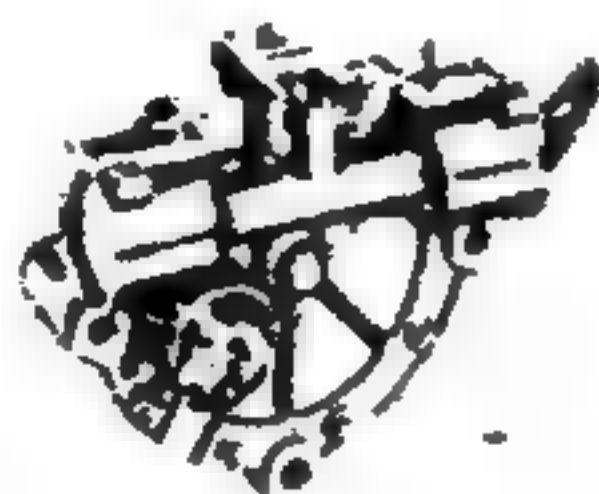


## SAFE DRIVING PRODUCTS



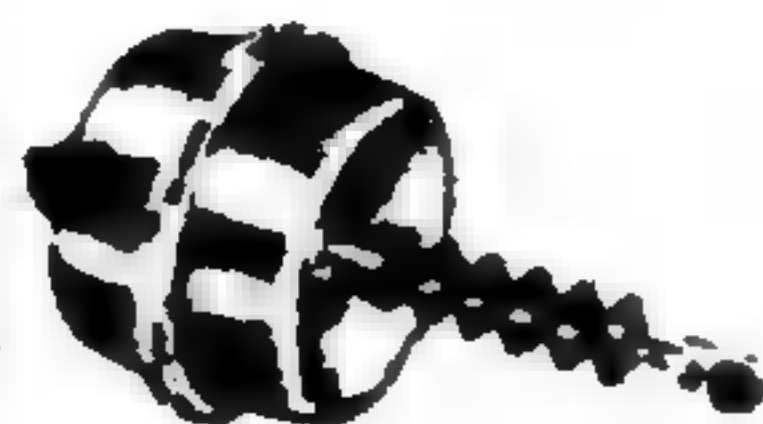
### COMPRESSION MOUNTED BEARINGS (Linkages)

Provides full aligning effect without wiper linkage which permits rotation of the connecting links while rotating on a fixed axis.



### HYDRO-WIPE MOTOR

A windshield cleaning system which harnesses a portion of the surplus energy of the power steering pump to provide a high torque output for consistent speed regulation of windshield wipers.



### HEADLAMP ACTUATOR

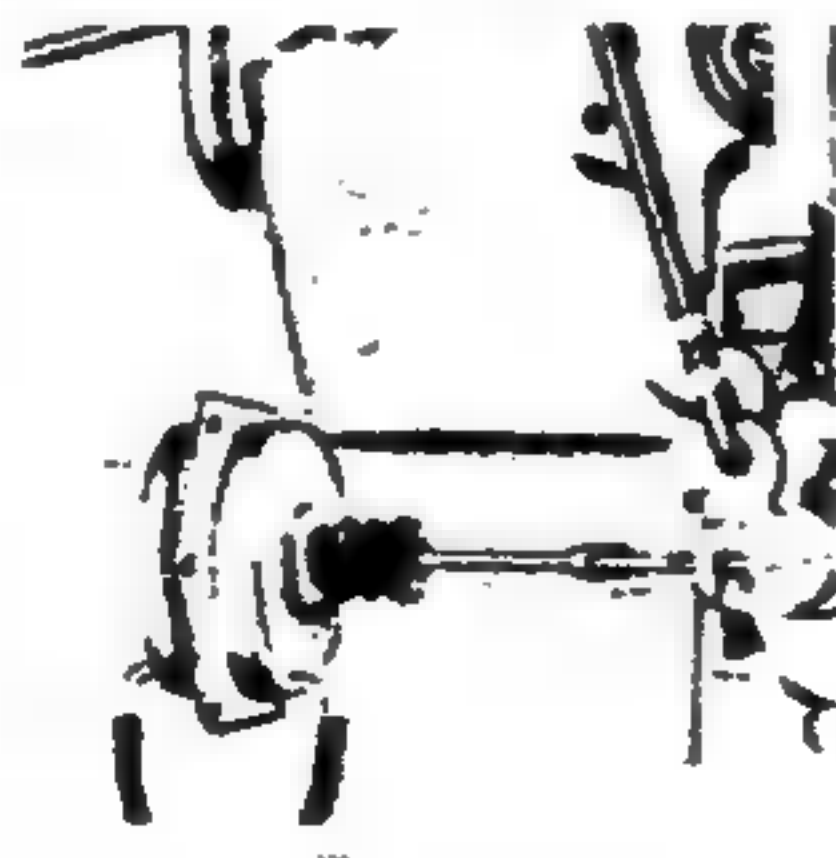
Engine suction is now being used to power intermittent headlamps for shielding from snow or sleet and for protection against road-spray and exhaust deposits of heavy traffic . . . to make more effective use of clean lenses for illumination when driving with lights.



### WINDSHIELD WASHER

1969

Trico offers a wide variety of windshield washer systems to meet any installation requirement in passenger cars or commercial vehicles. Power units are available for vacuum operation, mechanical drive, hand actuation, foot control, and air pressure.



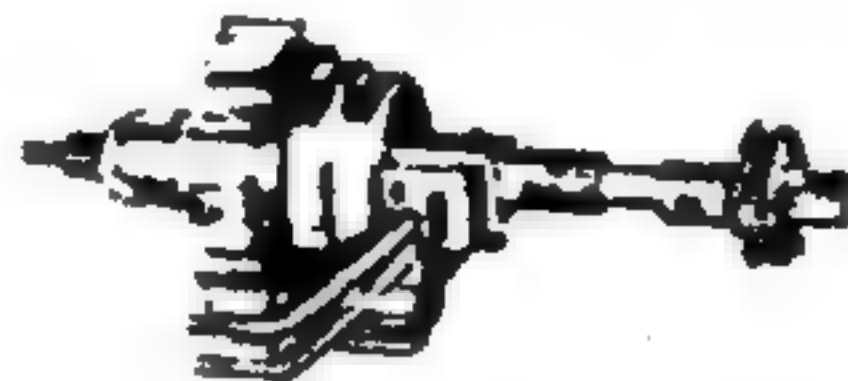
### DOOR LOCKS

A variety of vacuum and electro-pneumatic systems are available for automatic latch-locking which can respond to engine starting, operation of the vehicle or speed of the vehicle.





## SAFE DRIVING PRODUCTS



### INTERMITTENT WIPERS

A selective wiper system for intermittent action in ~~normal~~ rains with continuous wiping for downpours. Adjustable from 10 cycles per minute to 50 seconds delay per minute. ~~It is~~ controlled selectively.

U.S. Constitution . . . Article 1 . . . Section 8 . . .

The Congress shall have Power . . .

To promote the Progress of Science and useful Arts  
by securing for limited Times to Authors and Inven-  
tors the exclusive Right to their respective Writings  
and Discoveries . . .

### TRICO SAFE DRIVING PRODUCTS



1969

Windshield Wiper Systems (vacuum, air pressure, hy-  
draulic); Coordinated Windshield Washer and Wiper  
Systems; Automatic Door-Latch Locking Systems;  
Trunk Lid Power Unlock units; Windshield Wiper  
Blades, Arms, Linkage Mechanisms; Auxiliary Vac-  
uum Pumps; Headlamp Actuators (vacuum) and Con-  
trols (vacuum and solenoid); Electric Wiper Motor  
Governors (intermittent action); Reserve Vacuum  
Tanks; Rear Window Wipers (vacuum).



# SUPPLEMENTAL LIST

Art Werk Shop  
Interior hardware, vanity cases  
In bus. 1923

Ashland Oil Co.  
Refinery  
Closed

Beacon Spark Plugs  
No information  
Date?

Bernel Foam Products  
Foam for auto seats  
In bus. 1981

Bethlehem Steel Co.  
Steel for auto industry  
Closed

Buffale Automobile Radiator Co.  
Radiators  
In bus. 1917

Buffalo Dental Mfg. Co.  
Clocks  
In bus. 1917

Chevrolet Motor Co.  
Engines and axles for General Motors  
Current

Ford Stamping Plant  
Body parts  
Current

Garry Laboratories  
Car care products  
In bus. 1963

Jansen Brothers  
Auto tops  
Current

Maday Body & Equipment Co.  
Truck Equipment  
In bus. 1963

Nobil Oil Co.  
Refinery  
Closed

Motorola  
Radios and parts  
In bus. 1963

Northland Rubber Co.  
Tires  
In bus. 1913

Polson Mfg. Co.  
Windshields  
In bus. 1917

Republic Steel Co.  
Steel for auto industry  
Closed

Seneca Battery Co.  
Replacement batteries  
Moved

Spring Perch Co.  
Leaf springs  
In bus. 1963

Standard Mirror Co.  
Car mirrors  
In bus. 1981

Union Carbide  
Prestone  
Current

U.S. Rubber Reclaiming Co.  
Rubber products  
In bus. 1963

J. H. Williams Co.  
Tools  
Closed

NOTE--- Dates given in the supplemental list are for the purpose of giving a starting point to researchers who may wish to fully investigate company histories. Buffalo city directories and phone books may be consulted to find dates, addresses and principal individuals. Some companies no longer exist or are not in Buffalo.



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the sake of an even page count.**



## **ABOUT THIS BOOK**

This book has been completely reformatted for the benefit of: legibility, optical character recognition (OCR) performance (especially of content situated at 90°), and overall ease of use. An extensive INDEX has been added at the end. The books published by the late Dr. Herman Sass are typically referred to as scrapbook style. That is, the contents are black and white, and are of poor quality (e.g., low resolution, distorted, etc.).

Please note that when Dr. Sass created this book (as Head Librarian at the Research Library of the Buffalo & Erie County Historical Society) he had access to documentation that few others had. Today we can all access such documentation (e.g., old magazine advertisements) at free-download internet resources like: Google Books ([Books.Google.com](http://Books.Google.com)), [Archive.org](http://Archive.org), [HathiTrust.org](http://HathiTrust.org), and [FultonHistory.com](http://FultonHistory.com). That is, better copies of the ads and articles contained in this book are readily available to amateur history researchers everywhere. Thus, the best use of this book today is to identify what companies to search for at the resource links given above.

Posted: February 2021

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**DUNLOP**



**HERMAN SASS**